Appendix

Appendix items appear generally in the order they are referenced in the text. Items are included for documentation and reference purposes only.

Table of Contents for Appendix

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Acronyms and Glossary

Please note, in some instances the definitions provided below are only applicable within the context of this report.

Acronyms

The following acronyms are used extensively throughout this report. Please use this list of definitions below as a reference.

- ACM – Alliance for Community Media

- APS – Archive and Preservation System

- AVC – Advanced Video Coding (MPEG4 Part 10 or H.264 standard)

- CATS – Community Access Television Services

- CoB – City of Bloomington

- CPB – Corporation for Public Broadcasting

- CPM – Cost per Mille – cost per 1000 impressions

- DoC – Department of Commerce

- DV, miniDV, DVcam – tape format for compressed digital standard definition video content

- DVR – Digital Video Recorder. Video recording functionality either built into cable set-top box or external device (for example TiVo) commonly using a built in computer hard drive to store the video content.

- EPG – Electronic Program Guide

- FCP – Final Cut Pro (Part of the Final Cut Studio program suite by Apple for video post production)

- FCS – Final Cut Server

- HD – High definition (refers to TV image resolutions such a 720x1024 and above)

- HDD – Hard Disk Drive a.k.a. computer hard disk

- ICT – Information and Communication Technology

- IP – Internet Protocol, this term is often used as shorthand for services provided over computer networks or the Internet (see IPTV)

- IPTV – Internet Protocol Television refers to TV programs either streamed or offered for on-demand viewing on a computer or set-top box device

- IT – Information Technology

- ITS – Information and Telecommunication Services department of the CoB

- IU – Indiana University

- IURC – Indiana Utility Regulatory Commission

- JBOD – "Just a Bunch of Disks", term used for basic multi drive hard disk enclosures without built in storage controller

- MCPL – Monroe County Public Libraries

- MOU – Memorandum of Understanding

- MPEG – Motion Picture Expert Group (specifies a range of compressions systems. MPEG2, MPEG4 part 2 and 10). Generally the higher the number after the acronym the more advanced and efficient the compression system

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- NVOD – Near Video on Demand

- ODA – Open Directory (based) Access

- P2P – Peer to Peer (File Sharing)

- PBS – Public Broadcasting Service

- PEG – Public, Educational, Governmental, refers to the three branches of the public access requirement.

- RSS – Real Simple Syndication (A means of alerting "subscribers" to the availability of new content on a specific information feed)

- SAN – Storage Area Network (A technology to share one storage array between multiple servers)

- SD – Standard definition (refers to TV image resolutions derived from the old analogue broadcast standard NTSC at 480x575)

- SDI – Serial Digital Interface, used to transmit uncompressed digital video and embedded audio over a single cable over point to point connections

- SMS – Short messaging service used between cellular telephones, commonly referred to as text messaging service

- STB – Set Top Box

- TBA – To Be Announced

- TBD – To Be Discussed

- ToE – The Town of Ellettsville

- UPS – Uninterrupted power supply

- VCR – Video Cassette Recorder

- VOD – Video on Demand

- WCMS – Web content management system

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Glossary

This glossary provides a list of short explanations for various domain-specific terms used throughout this document.

- Backhaul Network – The part of the network infrastructure that provides connectivity from the telephone exchange, cellular base station or cable head-end (all aggregation points for local subscribers) to the world.

- Dubbing – Refers to the process of copying or transferring a program from one recording medium to another. The term may also be used for audio postproduction processes involving the insertion of additional audio tracks such as voice-overs.

- Funding Partners – This report uses this term to describe the partnership between the City of Bloomington, Monroe County Public Library, Monroe County and the Town of Ellettsville that form the foundation for funding Community Access Television Services (CATS) in the Bloomington and Monroe County area.

- HD/SD TV, common resolutions – The following resolutions commonly considered as HD-TV: 1920w by 1080h with both interlaced and progressive formats. 1280w by x 720h progressive only. Digital transmissions of SD content either use 640w by 480h for 4:3 or 720w by 480h for wide screen material with progressive display. Analogue NTSC uses 486 visible scan lines and is interlaced. In practice broadcasters have been known to down-sample (reduce) the image width even on HD transmissions to for example 1440w x 1080h.

- Interlaced video – The process of "interlacing" splits a frame into two fields each carrying alternating lines of the frame thus trading some special resolution for increased temporal resolution. When displayed (with poor) conversion on progressive only displays comb like artifacts appear in motion rich sections of in the image as the two fields are combined.

- Last-mile Provider – The operator that connects subscribers to a central local distribution point. The cables between a telecom exchange and the consumer's home represent the "last mile" of a wider network infrastructure. Backhaul networks (see above) connect such central local distribution points (like an exchange) to the wider internet.

- Metadata – For the purposes of this report refers to descriptive data that classifies or categorizes a video or audio file further. For example, metadata will describe the content of the video or audio file (who produced it, synopsis) or how the media file may be used (rights, embargos, age classification). Metadata plays a vital function in search, use and repurposing of media content.

- Near Video on Demand – A method used by cable and satellite providers to offer access to an item of video content with staggered start times using a number of channels. For example a viewer will be able to opt into viewing certain movie with start times for this movie available every 15 minutes. Generally superseded by VOD where available.

- Patron – Member of the public who produces a program for transmission on the public access channel operated by CATS (also referred to as "public contributor" or "public producer" in this document).

- Playout – The process of playing back or transmitting live programs for telecast on the Comcast cable system.

- Progressive Download – An Internet media delivery method that downloads content to the local machine of a user and commences playback once a sufficient buffer of material is available, before the download is completed. Commonly used for shorter clips often through the means of embedded players within a webpage (e.g. Adobe Flash Player).

- Safe-area – area of a video frame that story relevant subjects, titles and other onscreen elements should be framed in to be

preserved when a 16:9 wide-screen frame is cropped to 4:3 aspect ratio.

- Set-top box – Self contained cable, satellite or other receiver device to display television content delivered by the provider to a TV set. Set-top boxes are used whenever the TV set is unable to simply display the content using its built in tuner.

- Solid-State Video Recording – Video recording process that records file based content on flash memory rather than videotape. This process is most common in the current generation of consumer and entry-level professional video cameras.

- Video on Demand – Video content that is available from a provider at the viewer's request. This feature often includes the ability to pause or fast-forward through the program similar to locally recorded material on for example a DVR.

- WIKI – Is the term used for user for a collaborative website that allows (authorized) users to directly edit the content on its WebPages using a browser based editor. WKI websites commonly also provide an audit trail that shows who made what changes when and allows users to revert to earlier versions of the page content. WIKI sites are generally most suited for collaborative content creation or maintenance projects.

- This report uses the term "broadcast" interchangeably with the more precise terms "cablecast" or "telecast" when real-time transmission of video content over several delivery paths is implied.

CATS – List of main assets

For reference purposes only. Please use as planning aid in conjunction with "Dependencies and Implementation Budget Line Items" further below.

Manufacturer	Model	Description	Quantity
Apple	Quad-Core	Apple Quad-Core Computer	6
Apple	MacBook Pro	Apple Mac Book Pro	2
Apple	MacBook	Apple Mac Book	4
Apple	Final Cut Pro	Final Cut Pro License	7
Apple	iMac	Apple iMac	2
Apple	Final Cut Express	Final Cut Express License	3
Apple	Dual-Core	Apple Dual-Core Computer	1
AJA	IO	10 bit breakout box	1
Allen & Heath	MixWizard	16 Channel Audio Mixer	1
AKG	C-3000	condenser cardioid microphone	2
AKG	C-1000	condenser cardioid microphone	6
AKG	C-535EB	condenser cardioid microphone	12
Azden	System III	portable VHF wireless microphone	2
Beyerdynamic		shotgun microphone	1
Bogen	3066 head	tripod	5
Bogen	525 MV	tripod	3
Calzone		shotgun microphone	1

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Manufacturer	Model	Description	Quantity
Canon	ZSD-15M	servo units	4
Canon	ZSD-300M	servo units	4
Conquest		20 input audio snake	1
Delvcam	DELV-2LCD7	modular LCD monitor system	1
DX Antenna	DSM-180	frequency agile modulator	2
Echolab	MVS-3	Y/C switcher	1
Electro Voice	635a	dynamic omni microphone	20
Electro Voice	Dynacord	12 channel audio mixer	2
ETA	PD10	surge protector	1
Hitachi	V-598	oscilloscope	1
Hitachi	V-089,V-099	vectorscope/waveform	1
Jib		tripod jib crane	1
Keywest	Logostar	field character generator	1
Kramer	VM-36	distribution amplifier	2
Kramer	VM-5AD	audio distribution amplifier	1
Lectrosonics	UCR201	UHF wireless transmitter/receiver	2
Lowell		1 piece light kit	1
Lowell		3 piece light kit	1
Mackie	1402-VLZ	14 channel audio mixer	1
Mackie	1202	12 channel audio mixer	1

Manufacturer	Model	Description	Quantity
Mackie	1604-VLZ	16 Channel Audio Mixer	1
Mackie	DFX-12	14 channel audio mixer	1
Magni	MM-410	vectorscope/waveform	2
Neumann	KM183	condenser audio microphone	2
NRG	12055	AC/DC converter	2
NRG	12050	12 volt power supply	3
Olympus	Camedia	digital still camera	1
Panasonic	BT-S901Y	9" monitor	2
Panasonic	AG-B640	power supply	2
Panasonic		3 count 5" monitors	1
Panasonic	AG-DVX100	mini-dv Video recorder	3
Panasonic	BT-S90TV	television/monitor	1
Panasonic	WJ-MX12	Y/C switcher	1
Panasonic	AW-SW350P	5 input Y/C switcher	1
Panasonic	DS-850	S-VHS record deck	1
Panasonic	BT-702N	9" field monitor	2
Panasonic	AG-7350	S-VHS record deck	1
Portacom		communications system	3
Powerwerks		power conditioner	1
ProCo		12 input audio snake	1

Manufacturer	Model	Description	Quantity
Rane	AVA 22D	audio distribution amplifier	1
Realistic	16-229	television	1
Roadmaster		12 input audio snake	1
SKB		10 rack unit medium road case	1
SKB		portable microphone case	2
SKB		pop-up mixer case	1
SKB		16 rack unit big road case	1
SKB		pop-up mixer case	1
Sony	Anycast	Live Content Producer	2
Sony	BRC-H700	Remote HDV camera for use with Anycast	3
Sony	BRC-300	Remote camera for use with Anycast	4
Sony			
Sony	DSR-50	DVCAM portable deck	1
Sony	DSR-45	DVCAM deck	1
Sony	PVQ-4044	4 count 4" monitors	1
Sony	ST-92 TV	tuner	1
Sony	DSR-40	DVCAM deck	1
Sony	DSR-11	DVCAM deck	4
Sony	BP-L40	batteries	8
Sony	NP-730 H	batteries	2

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Manufacturer	Model	Description	Quantity
Sony	VX-1000	mini-dv camcorder	1
Sony	PVM-8041Q	9" portable monitor	1
Sony	327	S-VHS dockable	1
Soundcraft	MCX-187Z	8 channel audio board	1
Sony	BC-L50	battery charger	4
Sony	NP-950	batteries	7
Sony	DXF-40a	camera viewfinder	1
Sony	Mavica	digital still camera	1
Sony	DXF-41	camera viewfinder	4
Sony	DSR-30	DVCAM deck	6
Sony	DSR-60	DVCAM play deck	3
Sony	DSR-80	DVCAM record deck	2
Sony	DSR-200	DVCAM camcorder	1
Sony	DSR-300	DVCAM camcorder	4
Sony	PVM-14M2U	13" production monitor	2
Sony	LC424 CP	DSR 300 hardshell case	4
Sony	TVM 550 IIS	Television modulator	1
Starcase		Switcher road case	2
Yamaha	MG206	16 channel audio board	1

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Xserve Specifications Prior to Software Upgrades

OS X Server Version 10.4.11 Processor Name: Dual-Core Intel Xeon Processor Speed: 3 GHz Number Of Processors: 2 Total Number Of Cores: 4 L2 Cache (per processor): 4 MB Memory: 4 GB Bus Speed: 1.33 GHz

The Specs are: OS: OS X Server Version 10.5.8Processor Name: Quad-Core Intel Xeon Processor Speed: 3 GHz Number Of Processors: 2 Total Number Of Cores: 8 L2 Cache (per processor): 12 MB Memory: 2 GB Bus Speed: 1.6 GHz

Example of Current CATS Content on (Online) Streaming Service

Observed (note both real video streams found to be not working)

City Stream – Main Chamber 18 Jan 2010, approx 1800hrs – colors off – too cold.
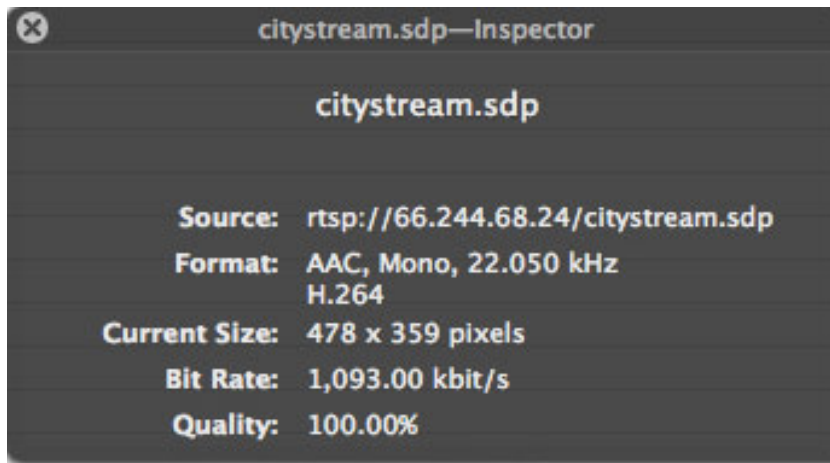
Cold wide shot:

County Stream (appears to be VBR) Peaked observed at approx 400kbit/s – mostly hovers around 210kbit/s color balance ok. See blow
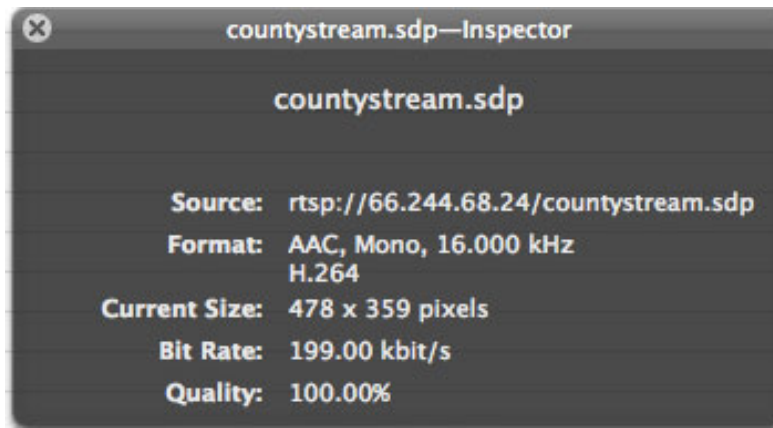
CATS Metadata Frame Work, ACM Metadata Definitions

The following metadata fields are suggested as a provisional CATS metadata standard. CATS may wish to examine and modify this template as necessary in order to accommodate its own needs or those of its government clients.

The foundation for this template is the ACM draft metadata standard (numbering scheme retained), which is unfortunately at this point still rather unsophisticated. Thus this template extends the standard by PB-Core (numbering scheme retained) compliant fields and then adds additional CATS specific fields (no numbering scheme defined) where necessary.

Some of the fields described may be populated automatically or may not be required. These are policy decisions to be taken by CATS. In the case of the ACM media-type definitions, these are superseded by CATS's own higher quality archive format. ACM compliant media files will be transcoded from APS content on demand when actual content exchange with other entities occurs based on the ACM standard.

For historic content some of these fields may remain undefined and CATS may chose to implement specific policy decisions with regards to the use and/or promotion of undefined content specifically for their online services. This section does not constitute legal advice.

The ACM Standard:
From: http://www.alliancecm.org/standards

----------Only relevant for exports / on-demand transcodes, CATS uses AVC NOT Mpeg 2--------------

1.1.1 DVD Compliant MPEG-2 Program Stream

1.1.2 Main Profile, Main Level (MP@ML)

1.1.3 Video Codec: MPEG-2 Video

1.1.4 Audio Codec: MPEG-1 Layer II

1.1.5 NTSC Standard (720x480 Resolution at 29.97 fps with 4:2:0 sampling)

1.1.6 Multiplex Rate shall be no higher than 10.08 Mbps

1.1.7 5-10Mbps VBR and CBR

1.1.8 2 B-frames Every P-frame

1.1.9 Sequence Header required before each GOP

1.1.10 GOP Structure: IBBPBBPBBPBBPBB (15-frame)

1.1.11 2 Channel, Stereo Audio

1.1.12 Supported Audio Bit Rate of 192, 224, 256, and 384 Kbps

1.1.13 Audio Sampling Rate of 44.1 and 48 KHz

1.1.14 Aspect Ratio 4:3

1.1.15 Encode Progressive and Interlaced

Us instead:

Video:
Codec: AVC/Mpeg 4 part 10,

Profile: HiP, Level 3,

NTSC standard: 720x480@29.97/30fps,

Bitrage: 10Mb/s;

File Gamma

Audio:
PCM stereo

Sample rate: 44.1 or 48kHz sampling or better,

Bit depth: 16bit or better subject container file format support and source material (avoid sample rate conversion or up/down sampling of bit-depth), Bitrage: ~1.5Mb/s or higher;

------------------ ACM standard continued ----------------------

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The metadata standards as listed below shall be regarded as "Preliminary Only" until such time as the SSWG and the participating vendors are sufficiently satisfied to designate them final.

1.1.16 Title (individual program title)

1.1.17 Title Type (like a series identifier)

1.1.18 Description

1.1.19 Genre

1.1.20 Subject

1.1.21 Identifier (unique title number)

1.1.22 Identifier Source (or Presenting Access Organization/Site of Origin)

1.1.23 Creator (or Producer)

1.1.24 Format Time Start (in cue point for start)

1.1.25 Format Digital (particular version of program)

1.1.26 Format Duration (Length/Total Run Time/out cue point)

1.1.27 Format Generation (particular use-audio, image, backup master, etc)

1.1.28 Format Physical (non-digital version of program)

1.1.29 Audience Rating (or Content Labels – flags – for violence, language, etc.)

1.1.30 Rights Summary (Creative Commons Licensing)

1.1.31 Format Identifier (for file format, e.g. MP2, MP4, etc.)

1.1.32 Format Identifier Source (for program contact name, presenter or uploader)

1.1.33 Format Bit Depth

1.1.34 Format Frame Rate

1.1.35 Date Created (distribution/production date or date made available)

1.1.36 Format Location (actual address for media item-building, shelf, virtual)

Additional non-PBCore metadata shall be included:

1.1.37 Thumbnail or Low-Quality Preview File

1.1.38 Indemnification

1.1.39 User Supplied Tags/Free Tags (for possible open input area)

1.1.40 Producers Name

1.1.41 Producers Address (address 1, address 2,, city, state, zip)

1.1.42 Producers Email

PB-Core Derived Fields:
http://www.pbcore.org/PBCore/UserGuide.html

08.00   pbcoreAudienceLevel

08.01   audienceLevel

09.00   pbcoreAudienceRating

09.01   audienceRating

25.24   pbcoreDateAvailable

25.24.1   dateAvailableStart

25.24.2   dateAvailableEnd

25.26   pbcoreAnnotation

25.26.1   annotation

CATS Specific Extensions:

- **Date item was last aired**

- **Channel item is designated for (3,7,12,14)**

- Platforms specifically excluded from use (e.g. Internet)

- Platform specific restrictions: Type of deliver (streaming, progressive download, download), embargo periods, repeat clauses

- Associated Objects (e.g. PDF files, Final Cut project files etc.)

- Associated Objects description (e.g. Construction Plan)

- Associated Objects rights

- Advanced Object Classifications for recommendation systems (e.g. mood, geography, sub genre, etc.)

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High-level implementation Timeline for Years 1, 2 and 3, CATS
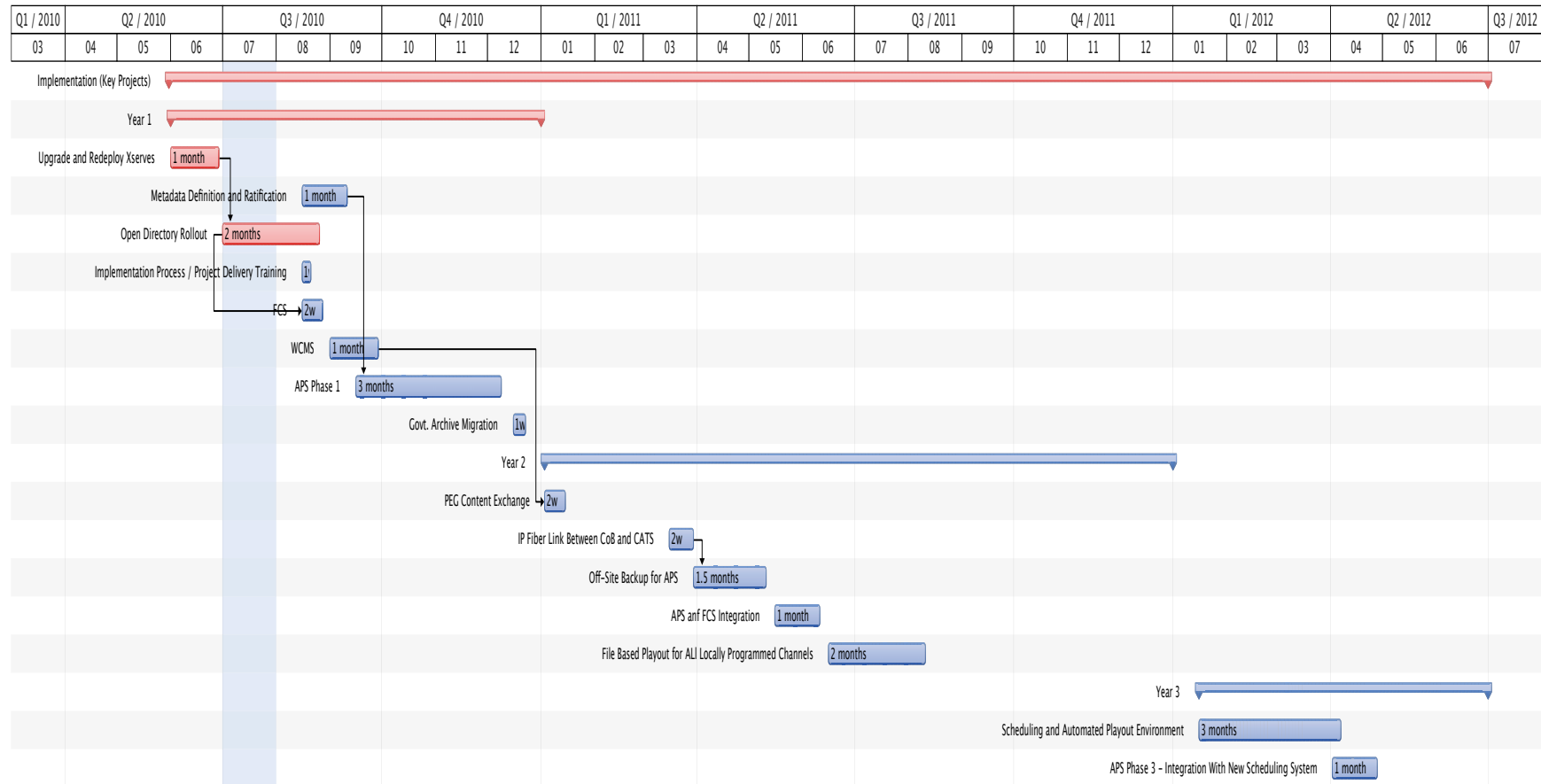
Dependencies and Implementation Budget Line Items

Year 1	color coding				
Year 2	implementation timing				
Year 3	of relevant items	all excl. taxes			
Index	Task	Cost	Quick Win	Labor Type	Depends on
1	Online Training Resources for Contributors	0		internal	2
2	Reference WIKI	0	Y	internal	4,6
3	Wiki Homepage	0	Y	internal	2,16
4	Server Hardware Swap	0	Y	internal	
5	Server Operating System Software Upgrades (OSX 10.6) 4-Core Xserve	499		internal	4,50
p6	Server Operating System Software Upgrades (OSX 10.6) 8-Core Xserve	499	Y	internal	4,50
7	Server RAM Upgrade (8-core Xserve) 6GB	300		internal	
8	Final Cut Server	999		internal	4,6,7
9	Final Cut Server upgrade provision	299		internal	8
10	Lynda.com Training (2 licenses annual cost)	750	Y	N/A	
11	Off-Site Backup for APS	4000		mixed	12,20
12	IP Fiber Link Between CoB and CATS	TBD		mixed	
13	Sprinkler Deactivation – Advisory (Tape and Machine Room)	unknown		MCPL	
14	Focus on Training - Advisory	N/A		internal	
15	Equipment Booking and Tracking via Open Directory	0		internal	16
16	Open Directory Implementation and Rollout	0			4,6
17	Web Accounts and Forum for Public	0		internal	18
18	Web Content Management System (WCMS)	2500		mixed	4,5,22
19	Public Content Uploads / Submission	0			18
20	Archive and Preservation System (APS) - Main Hardware	5000			57
21	APS Phase 1a – Basic System Setup and Configuration (worst case)	4000			20, 42
22	APS Phase 1b - Drupal Integration (worst case)	2000			20,21,42
23	APS Phase 1c - Integration with existing scheduling ap (worst case)	2000			20,21,42
24	APS Phase 2 - FCS integration (worst case)	2000			20,21,42
25	APS Phase 3 - Integration with new scheduling ap (estimate) (item 47)	4000			20,21,42,47
26	UPS Support of Core Systems – Advisory	TBD			
27	APS and WCMS Integration / Islandora	N/A	counted in 22		22
28	APS and FCS Integration	N/A	counted in 24		
29	External Storage Expansion for 8-core Xserve	4500		internal	4,8
30	Security Audit – Advisory (incl. annual cost for virus protection)	750	pa		
31	Production Related Metadata Capture	0			8

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32	Transcode Old RealPlayer-Based Meeting Archive	0		internal	
33	Archive Encoding Standard	0			38
34	Update Contracts to Include Web Distribution – Advisory	N/A		legal council	
35	Track Rights Attached to CATS Content in APS	N/A			20,57
36	WCMS Request Feature for "Telecast Only" Content	0		internal	20, 21a, 21b, 27
37	FCS-Scripts Part 2 – Automated Content Push to Playout	0		internal	8
38	Qmaster Encoding Cluster – Advisory	0			8,16
39	EPG Data Feeds – PVR Restrictions (Gemstar, Tribune, FYI)	4704	pa (max)		manual or 20,21
40	iChat – Internal Use – Internal Server – Advisory	0		internal	6
41	Implementation Process / Project Delivery Training	5000			
42	Alternative IT Service / Coding Procurement – Advisory	N/A			
43	Service Requests for Government Meetings – Advisory	N/A			
44	Staggered Funding / Milestone Based Funding – Advisory	N/A			
45	File Based Playout for All Locally Programmed Channels	28000			8,20,21,23,37,46
46	Traffic / Scheduling Improvements Phase 1 adapt current solution	10000			23, 8
47	Traffic / Scheduling Improvements Phase 2 (optional) pro software	60000			25,45
48	HD Camcorder Upgrades (e.g. Panasonic AG-HMC40)	6885			8
49	Final Cut Pro Configuration / New Public Producer Training Process	1600			8,50
50	Software License Audit	N/A		internal	
51	Schematic Drawings and Drawing Package	0		internal	
52	Contributors' Accountability and Project Completion	N/A		internal	8,49
53	PEG Content Exchange	0		internal	18
54	CATS as Enabler of Quality Campaign / Brand Building – Advisory	from 0		internal	
55	Change Communication Program – Advisory	0		internal	
56	Emergency Communication Plan - Advisory	N/A			
57	Metadata Standards – CATS Metadata Definitions	N/A		internal	
58	Year 2 hard disk investment	4500			
59	Subscription and Maintenance Fee for TS Phase 2 - 10% annually	6000	pa		
60	Year 3 hard disk investment	4500			
61	Swtich staff to catstv.net email	600	pa assuming 20 accounts hosted by Google		
	total excluding annual fees	$153,081		Annual Fees	Grand Total
	Year 1	$39,196		$6,804	$46,000
	Year 2	$45,385		$6,804	$52,189
	Year 3	$68,500		$12,804	$81,304

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CoB Index	Task	Cost	Quick Win	Labor Type	Depends on
500	Install QuickTime Codec Pack / Transcoding – Advisory	0	Y	internal	
500a	QuickTime 7 Pro License Key	$29.99	Y		
501	Pool (Online) Resources for Video Production Training with CATS	0	Y	internal	1,2
502	Expand Video Production FAQ – Advisory	0	Y	internal	
503	Universal Web-Delivery Standard for Video	0		N/A	
504	HTML5 Support for City CMS – Advisory	N/A		N/A	
505	Central Video Project Storage	N/A		N/A	
506	Metadata Working Group	N/A		internal	
507	PEG Delegation MOU	N/A		internal	
508	Final Cut Express	$199			
N/A	DVR enabled Meetings (see cats)				39
N/A	Rich Media Meeting Streaming (see cats)				18,20,22,27

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Space Calculations for Fedora Commons - Preliminary

Assumption - weeks per year	50				salvage factor	60%	
Mpeg Coding Calculations							
	Bit Rates in Mb/s		hrs per week		Existing items	avg length	items
			gov	patrons			
mp2	10		20	20		0.75	20,000
mp2	5						
avc	3				number of ingest desks		3
web	0.8		hrs of total content		hrs of toal content		15000
			1000	1000		9000	
					years to digitize		speed p/a in h
						5	1800
							per week
							36
Final cut archives							activity per de
bitrate	25						12
			GB of new content per year		GB of new content per year		
mp2	10		4395	4395		7910	
mp2	5		2197	2197		3955	
avc	3		1318	1318		2373	
web	0.8		352	352		633	
Final cut archives							
bitrate	25		10986	10986	spares	Assumed drive	Unit cost	Raid 6 overhea
		Total GB per y	Disk cost in y1			1	1800	$210
Scenario 1	24627	$3,780			Units needed S	14		0.85714286
Scenario 2	17332	$2,940			Units needed S	10		0.8
							raid spares	3
					Total Sc 1	18	raid spares	3
					Total Sc 2	14		

Video Services User Survey

The following three subsections contain:

- The original survey questionnaire, which as administered electronically through www.surveymonkey.com

- Summary answer statistics for all multiple-choice questions

- Detailed answer statistics and the full unedited submissions by all respondents to open ended questions

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Video Services User Survey – Questionnaire

Video Services User Survey

1. Your Life and Technology - about 8 minutes to go until you are ...

Thank you for your interest in this survey about your use, satisfaction and priorities for the future regarding the Public, Educational and Governmental (PEG) video programming in Bloomington, Ellettsville and the greater Monroe County area.

Your local PEG providers are:

Community Access Television Services (CATS) operates from the premises of the Monroe County Public Library. CATS is responsible for Comcast channels: #3, #7, #12, #14, #96.

TIU World is operated by WTIU of Indiana University and responsible for Comcast channel: #17.
Please note, if you receive PEG channels through an operator other than Comcast, the channel numbers may be different.

This survey will take about 8 minutes to complete.
From time to time we will display feedback on your progress through the survey. This feedback will you how long the remainder of the survey might take to complete.

* 1. What type of television set(s) do you own? Please check all that apply (Note: e.g. projectors, plasma screens, etc. are all considered TVs for the purpose of this survey):

☐ Do not own a TV

☐ High Definition TV

☐ Standard Definition TV

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Video Services User Survey

* 2. What type of computer(s) do you own? Please check all that apply:

☐ Do not own a computer

☐ Desktop

☐ Media PC (connected to your TV)

☐ Laptop

☐ Do not own computer but regularly use one at work/library/school

* 3. Do you have Internet access at home? Please check all that apply:

☐ Do not have Internet access at home

☐ Dial up

☐ Mobile data provided by cellphone carrier

☐ High-speed (e.g. dsl: high-speed over phone line or high-speed through cable, satellite, etc.). Please specify type and provider:

[ ]

* 4. Do you own any portable devices with video playback capability? Please check all that apply:

☐ Do not own portable devices with video playback capability

☐ Smart phone with video playback (e.g. blackberry, iphone, windows mobile, android, etc.)

☐ Portable music player with video playback capability

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* 5. Do you have a cable television service?

☐ Yes

☐ No

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2. Cable Services

* 1. Which cable services do you subscribe to?

☐ Comcast Basic Cable

☐ Comcast Expanded Basic Cable

☐ Comcast Digital Cable

☐ Comcast DVR (Digital Video Recorder built into Comcast cable box)

☐ Other (please specify)

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Video Services User Survey

3. Digital Broadcast TV - about 7 minutes to go until you are done

1. Do you receive television service over the airwaves/an aerial? (Using a converter box or TVs with digital receivers)

☐ Yes

☐ No

2. Do you have/use TiVo?

☐ Yes

☐ No

* 3. Do you use direct to home satellite (e.g. DirectTV/DishNetwork)

☐ Yes

☐ No

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Video Services User Survey

4. Satellite Services

* 1. Which satellite services do you use?

☐ DishNetwork (any package)

☐ DishNetwork DVR (Digital Video Recorder built into DishNetwork receiver)

☐ DirectTV (any package)

☐ DirectTV DVR (Digital Video Recorder built into DirectTV receiver)

☐ Other (please specify)

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Video Services User Survey

5. TV Services Provided by Your Telecommunications Provider

* **1. Do you use television services provided by a telecommunications provider other than Comcast? (e.g. AT&T U-verse or Smithville S+TV)**

☐ Yes

☐ No

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Video Services User Survey

6. Telecoms provider based TV services

✻ 1. Which television service delivered to you by a telecommunications provider do you subscribe to?

☐ AT&T U-verse

☐ Smithville S+TV

☐ Other not listed (please specify)

[   ]

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7. Internet Video Services - about 6 minutes to go until you are done

* 1. Do you use an Internet video service (such as youtube, iTunes or hulu)?

☐ Yes

☐ No

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Video Services User Survey

8. Internet Video Services

✱ **1. Please specify which video websites or services you use:**

Video sharing sites (e.g. youtube, vimeo)

IPTV (e.g. hulu.net, netflix instant streaming)

For pay downloads and subscriptions (e.g. iTunes, Amazon)

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Video Services User Survey

9. Choices and Sources

1. If you had to give up either your Internet access or your television services which one would it be?

- ◯ Would give up Internet access
- ◯ Would give up TV services

2. What sources do you use for Bloomington News?

- ☐ Word of mouth
- ☐ Print newspaper
- ☐ Online sources (e.g. blogs, news sites, streaming media)
- ☐ Radio
- ☐ TV
- ☐ Other (please specify)

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Video Services User Survey

10. You and Public, Education, Government (PEG) Cable Channels - about 5 minute...

Your local Public, Educational and Governmental (PEG) video providers are:

Community Access Television Services (CATS) operates from the premises of the Monroe County Public Library. CATS is responsible for Comcast channels: #3, #7, #12, #14, #96.

TIU World is operated by WTIU of Indiana University and responsible for Comcast channel: #17.
Please note, if you receive PEG channels through an operator other than Comcast, the channel numbers may be different.

* 1. How often do you watch PEGs at home (CATS/TIU World)?

	Once or more per week	Once or twice a month	A few times per year	Never
City government meeting (Ch12)	◯	◯	◯	◯
County government meeting (Ch14)	◯	◯	◯	◯
Library, educational, cultural programs (Ch3)	◯	◯	◯	◯
Other public access programs (Ch7)	◯	◯	◯	◯
SCOLA international programs (Ch96)	◯	◯	◯	◯
TIU World, PBS and local content (Ch17)	◯	◯	◯	◯

2. When you watch PEG (CATS/WTIU) programs do you usually plan to watch (select one)

◯ The entire program?

◯ A few minutes while "channel surfing"?

◯ The part of the program dealing with an issue or topic of interest to you?

◯ Other (please specify)

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* 3. How often do you use the following services to watch PEGs at home (CATS/TIU World)?

	Once or more per week	Once or twice a month	A few times per year	Never
Comcast cable	○	○	○	○
Internet streaming (stream.catsv.net/cats/)	○	○	○	○
Online meeting archive (meetingarchive.catstv.net)	○	○	○	○
TV services provided by your telecommunications provider (e.g. AT&T U-verse, Smithville S+TV)	○	○	○	○
Other (please specify below)	○	○	○	○

If you selected "other" above, please tell us which other service you use to watch PEGs

[   ]

4. How would you prefer to receive program listing information for PEGs (CATS TV/TIU World) programs?

	Least Prefer		Indifferent	Most Prefer	
Online (e.g. TVguide.com)	○	○	○	○	○
Newspaper (e.g. Herald Times)	○	○	○	○	○
On-air promotion	○	○	○	○	○
Electronic program guide on cable box	○	○	○	○	○
Station website	○	○	○	○	○
Receive schedules via email	○	○	○	○	○

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5. Do you record PEG programs?

☐ Do not record PEG programs

☐ Yes, using a VCR

☐ Yes, using Cable DVR (Digital video recorder built into your cable box)

☐ Yes, using TiVo

☐ Yes, using other (please specify):

6. If you use a DVR or TiVo, what percentage of time do you watch programs pre-recorded as opposed to watching live television?

○ Almost never use my DVR/TiVo to record programs

○ 25% or less of my viewing time is spent on DVR recordings

○ 50% or less of my viewing time is spent on DVR recordings

○ 75% or less of my viewing time is spent on DVR recordings

○ More than 75% of my viewing time is spent on DVR recordings

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11. Open Government - about 4 minutes to go until you are done

1. How often do you watch the following City government meetings?

	Once or more per week	Once or twice a month	A few times per year	Never
City Plan Commission	○	○	○	○
Bloomington City Council	○	○	○	○
Bloomington Utilities Board	○	○	○	○
Bloomington Board of Public Works	○	○	○	○
Telecommunications Council	○	○	○	○
Other	○	○	○	○

If you selected "other" above, please tell us which other government meetings you watch:

[   ]

2. How often do you watch the following County government meetings?

	Once or more per week	Once or twice a month	A few times per year	Never
Monroe County Council	○	○	○	○
Monroe Country Public Library Board of Trustees	○	○	○	○
Monroe County Commissioners	○	○	○	○
MCCSC School Board	○	○	○	○
Monroe County Plan Commission	○	○	○	○
Ellettsville Town Council	○	○	○	○
Monroe County Solid Waste Management District Board	○	○	○	○
Environmental Protection Agency (EPA)/ Citizen Input Committee (CIC)	○	○	○	○
Other	○	○	○	○

If you selected "other" above, please tell us which other government meetings you watch:

[   ]

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3. Do you use any of these online options to access local government content?

	Once or more per week	Once or twice a month	A few times per year	Never
Use the online government meetings archive (meetingarchive.catstv.net)	◯	◯	◯	◯
Bloomington youtube channel (www.youtube.com/user/cityofbloomington)	◯	◯	◯	◯
Video content on the City of Bloomington website (bloomington.in.gov)	◯	◯	◯	◯

What video content on these sites would you like to see more of? Or is there other content you would like to see on these sites that is currently not featured?

4. What could the City of Bloomington do to take better advantage of Internet video?

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12. Your Satisfaction with PEG

1. How satisfied are you with the content offered through PEGs (CATS/TIU World)?

	Very Dissatisfied		Indifferent		Very Satisfied
City Government Meetings (Ch12)	○	○	○	○	○
County Government Meeting (Ch14)	○	○	○	○	○
Library, educational, cultural programs (Ch3)	○	○	○	○	○
Other public access programs (Ch7)	○	○	○	○	○
SCOLA International Programs (Ch96)	○	○	○	○	○
TIU World (Ch17)	○	○	○	○	○

2. How much do you agree with the following statements?

	Strongly Disagree		Indifferent		Strongly Agree
Being able to view videos of government meetings is valuable to me.	○	○	○	○	○
Having a neutral and complete video record of government meetings is valuable to me.	○	○	○	○	○
International news on PEG is valuable to me.	○	○	○	○	○
Educational and local cultural programming on PEG is valuable is valuable to me.	○	○	○	○	○
The constitutional protection of free speech on public access TV is valuable to me.	○	○	○	○	○

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13. Looking Ahead - about 3 minutes to go until you are done

1. Overall, how important would you rate PEGs (CATS/TIU World) to the future of the Bloomington community?

	Extremely unimportant		Undecided		Extremely important
Please indicate how important:	○	○	○	○	○

2. How would you prefer to receive PEGs (CATS/TIU World) in the future? For Telecasts:

	Least Preferred		Most Preferred
Comcast cable	○	○	○
AT&T U-verse/Smithville S+TV	○	○	○
Over the air/aerial - digital broadcast	○	○	○
Mobile delivery to cell phones	○	○	○
The Internet (e.g. live video streaming)	○	○	○

3. How would you prefer to receive PEGs (CATS/TIU World) in the future? For On Demand Content:

	Least preferred		Most preferred
Be able to record any PEG program with my cable DVR (digital video recorder built into your cable box)	○	○	○
Video on Demand delivered by telecommunications provider (e.g. Comcast, AT&T U-verse, Smithville S+TV, etc)	○	○	○
Internet access to archive of video productions by CATS and the public (from 1970s to now) and government meetings	○	○	○
Downloads/Video podcast	○	○	○

4. What kinds of programming would you suggest adding to the PEG channel lineup?

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14. Four Short Questions Specifically About CATS

The following section only applies to channels operated by Community Access Television Services (CATS):

City Government Meetings (Ch12)
County Government Meeting (Ch14)
Library, educational, cultural programs (Ch3)
Other public access programs (Ch7)
SCOLA International Programs (Ch96)

1. Each CATS channel has a distinct identity.

	Strongly disagree		Indifferent		Strongly agree
How much do you agree or disagree with this statement?	◯	◯	◯	◯	◯

2. Would you watch more CATS programming if it were all available on the internet?

◯ Yes

◯ No

◯ Don't know

3. Would you watch more CATS programming if it were offered in HD (high definition)?

◯ Yes

◯ No

◯ Don't know

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4. Would you pay an additional monthly cable fee for rental of a digital converter to view the CATS channels?

○ Yes

○ No

○ Don't know

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Video Services User Survey

15. Video Productions by You - about 2 minutes to go until you are done

* **1. Did you know that CATS provides free access to its video production facilities for use by the public and offers equipment specific training as part of this process?**

◯ Yes

◯ No

2. Have you ever created a video program for one of the following?

	Never	Once	A few times	A few times a year	Once a month or more
Home-video for self or friends (not for the web)	◯	◯	◯	◯	◯
Video production for the web (e.g. youtube or other)	◯	◯	◯	◯	◯
Public access programming for telecast on PEG channels	◯	◯	◯	◯	◯

3. How likely are you to produce the following video programs in the future?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
Home-video for self or friends (not for the web)	◯	◯	◯	◯
Video production for the web (e.g. youtube or other)	◯	◯	◯	◯
Public access programming for telecast on PEG channels	◯	◯	◯	◯

Tell us why? (optional)

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4. To produce your program, would you use any of the following resources?

	Yes	No	Don't know
Training at the station	○	○	○
Training online through CATS website	○	○	○
Loan cameras: High Definition Video or Standard Definition Video	○	○	○
Television studio	○	○	○
Sound recording equipment	○	○	○
My own camera	○	○	○
Post production equipment (editing software) at CATS	○	○	○
My own editing software at home (please specify below):	○	○	○

If you do, please let us know what type of video editing software you use at home:

5. Is there any other equipment or service not mentioned above that CATS could provide to help you create a video program for PEG telecast:

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16. Any Last Comments? - about 1 minute to go until you are done

1. Please share with us any further thoughts you might have on video services in Bloomington (either through PEG channels or the City)?

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Video Services User Survey

17. About You - 1/2 a minute to go until you are done

Please note, this survey is completely anonymous. However, in order to better understand what groups of our community use video services and how to serve them best in the future some general information about your background would be greatly appreciated.

* 1. Your gender:

    ◯ male

    ◯ female

* 2. Your age:

    ◯ 0-19

    ◯ 20-24

    ◯ 25-29

    ◯ 30-39

    ◯ 40-49

    ◯ 50-64

    ◯ 65+

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3. What is the highest level of education you have completed?

○ Some High School, or High School Degree

○ Some College

○ College Degree

○ Graduate Degree

○ Other (please specify)

[   ]

4. Are you:

○ American Citizen

○ Permanent Resident (Green Card Holder)

○ Temporary US Resident (e.g. international student, overseas visitor, etc)

○ Other (please specify)

[   ]

* 5. Languages spoken at home:

☐ English

☐ Spanish

☐ Korean

☐ Other (please specify)

[   ]

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6. Your household income:

- ○ not provided
- ○ under $25,000
- ○ $25,000-$49,999
- ○ $50,000 to $74,999
- ○ $75,000-$99,999
- ○ over $100,000

* 7. Where do you live?

- ○ Bloomington
- ○ Ellettsville
- ○ Monroe County other
- ○ Other (e.g. other county or state, please specify)

[   ]

8. Number of years lived in Monroe County:

- ○ Less than 5 years
- ○ 5 years or more

Thank you for taking the time to take this survey. Your contribution will help shape the future of public access television in our community.

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STRATEGIC PLAN
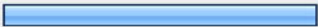
Video Services User Survey – Summary Statistics

Video Services User Survey
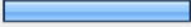
1. What type of television set(s) do you own? Please check all that apply (Note: e.g. projectors, plasma screens, etc. are all considered TVs for the purpose of this survey):

	Response Percent	Response Count
Do not own a TV	5.5%	11
High Definition TV	46.5%	93
Standard Definition TV	61.5%	123
answered question		200
skipped question		0

2. What type of computer(s) do you own? Please check all that apply:

	Response Percent	Response Count
Do not own a computer	3.0%	6
Desktop	65.5%	131
Media PC (connected to your TV)	10.0%	20
Laptop	71.0%	142
Do not own computer but regularly use one at work/library/school	2.0%	4
answered question		200
skipped question		0

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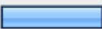
3. Do you have Internet access at home? Please check all that apply:

	Response Percent	Response Count
Do not have Internet access at home	8.0%	16
Dial up	2.5%	5
Mobile data provided by cellphone carrier	7.0%	14
High-speed (e.g. dsl: high-speed over phone line or high-speed through cable, satellite, etc.). Please specify type and provider:	88.5%	177
answered question		200
skipped question		0
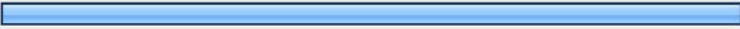
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4. Do you own any portable devices with video playback capability? Please check all that apply:

	Response Percent	Response Count
Do not own portable devices with video playback capability	47.0%	94
Smart phone with video playback (e.g. blackberry, iphone, windows mobile, android, etc.)	36.0%	72
Portable music player with video playback capability	31.0%	62
answered question		200
skipped question		0

5. Do you have a cable television service?

	Response Percent	Response Count
Yes	66.5%	133
No	33.5%	67
answered question		200
skipped question		0

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6. Which cable services do you subscribe to?

		Response Percent	Response Count
Comcast Basic Cable		24.2%	32
Comcast Expanded Basic Cable		18.9%	25
Comcast Digital Cable		23.5%	31
Comcast DVR (Digital Video Recorder built into Comcast cable box)		21.2%	28
Other (please specify)		22.7%	30
	answered question		132
	skipped question		68
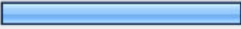
7. Do you receive television service over the airwaves/an aerial? (Using a converter box or TVs with digital receivers)

		Response Percent	Response Count
Yes		20.1%	39
No		79.9%	155
	answered question		194
	skipped question		6

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8. Do you have/use TiVo?

		Response Percent	Response Count
Yes		11.5%	22
No		88.5%	170
	answered question		192
	skipped question		8

9. Do you use direct to home satellite (e.g. DirectTV/DishNetwork)

		Response Percent	Response Count
Yes		14.4%	28
No		85.6%	166
	answered question		194
	skipped question		6

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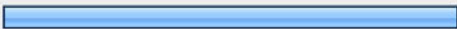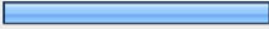
10. Which satellite services do you use?

		Response Percent	Response Count
DishNetwork (any package)		10.7%	3
DishNetwork DVR (Digital Video Recorder built into DishNetwork receiver)		14.3%	4
DirectTV (any package)		28.6%	8
DirectTV DVR (Digital Video Recorder built into DirectTV receiver)		**42.9%**	**12**
Other (please specify)		3.6%	1
	answered question		28
	skipped question		172

11. Do you use television services provided by a telecommunications provider other than Comcast? (e.g. AT&T U-verse or Smithville S+TV)

		Response Percent	Response Count
Yes		15.5%	30
No		**84.5%**	**164**
	answered question		194
	skipped question		6

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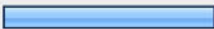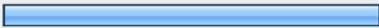
12. Which television service delivered to you by a telecommunications provider do you subscribe to?

		Response Percent	Response Count
AT&T U-verse		62.1%	18
Smithville S+TV		13.8%	4
Other not listed (please specify)		27.6%	8
	answered question		29
	skipped question		171

13. Do you use an Internet video service (such as youtube, iTunes or hulu)?

		Response Percent	Response Count
Yes		80.3%	155
No		19.7%	38
	answered question		193
	skipped question		7

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14. Please specify which video websites or services you use:

	Response Percent	Response Count
Video sharing sites (e.g. youtube, vimeo)	93.4%	142
IPTV (e.g. hulu.net, netflix instant streaming)	71.1%	108
For pay downloads and subscriptions (e.g. iTunes, Amazon)	53.9%	82
answered question		152
skipped question		48

15. If you had to give up either your Internet access or your television services which one would it be?

	Response Percent	Response Count
Would give up Internet access	22.3%	41
Would give up TV services	77.7%	143
answered question		184
skipped question		16

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16. What sources do you use for Bloomington News?	Response Percent	Response Count
Word of mouth	52.4%	99
Print newspaper	64.0%	121
Online sources (e.g. blogs, news sites, streaming media)	64.0%	121
Radio	51.3%	97
TV	30.7%	58
Other (please specify)	7.9%	15
answered question		189
skipped question		11

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17. How often do you watch PEGs at home (CATS/TIU World)?

	Once or more per week	Once or twice a month	A few times per year	Never	Response Count
City government meeting (Ch12)	10.7% (19)	14.6% (26)	27.5% (49)	47.2% (84)	178
County government meeting (Ch14)	6.7% (12)	12.4% (22)	23.0% (41)	57.9% (103)	178
Library, educational, cultural programs (Ch3)	8.4% (15)	13.5% (24)	30.3% (54)	47.8% (85)	178
Other public access programs (Ch7)	8.4% (15)	10.1% (18)	25.8% (46)	55.6% (99)	178
SCOLA international programs (Ch96)	1.1% (2)	2.2% (4)	14.6% (26)	82.0% (146)	178
TIU World, PBS and local content (Ch17)	19.7% (35)	19.1% (34)	23.6% (42)	37.6% (67)	178
				answered question	178
				skipped question	22

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18. When you watch PEG (CATS/WTIU) programs do you usually plan to watch (select one)		Response Percent	Response Count
The entire program?		24.1%	34
A few minutes while "channel surfing"?		25.5%	36
The part of the program dealing with an issue or topic of interest to you?		43.3%	61
Other (please specify)		7.1%	10
	answered question		141
	skipped question		59

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19. How often do you use the following services to watch PEGs at home (CATS/TIU World)?

	Once or more per week	Once or twice a month	A few times per year	Never	Response Count
Comcast cable	18.3% (32)	16.6% (29)	13.1% (23)	**52.0% (91)**	175
Internet streaming (stream.catsv.net/cats/)	3.4% (6)	8.0% (14)	21.8% (38)	**66.7% (116)**	174
Online meeting archive (meetingarchive.catstv.net)	1.7% (3)	6.2% (11)	21.9% (39)	**70.2% (125)**	178
TV services provided by your telecommunications provider (e.g. AT&T U-verse, Smithville S+TV)	4.0% (7)	2.8% (5)	6.2% (11)	**87.0% (154)**	177
Other (please specify below)	1.7% (2)	0.0% (0)	0.8% (1)	**97.5% (117)**	120
			If you selected "other" above, please tell us which other service you use to watch PEGs		4
				answered question	178
				skipped question	22

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20. How would you prefer to receive program listing information for PEGs (CATS TV/TIU World) programs?							
	Least Prefer		Indifferent		Most Prefer	Rating Average	Response Count
Online (e.g. TVguide.com)	5.7% (9)	3.2% (5)	29.7% (47)	24.1% (38)	37.3% (59)	3.84	158
Newspaper (e.g. Herald Times)	17.5% (28)	2.5% (4)	40.6% (65)	20.6% (33)	18.8% (30)	3.21	160
On-air promotion	12.9% (19)	8.2% (12)	50.3% (74)	20.4% (30)	8.2% (12)	3.03	147
Electronic program guide on cable box	18.6% (29)	5.1% (8)	32.7% (51)	17.9% (28)	25.6% (40)	3.27	156
Station website	9.0% (14)	7.7% (12)	29.7% (46)	28.4% (44)	25.2% (39)	3.53	155
Receive schedules via email	26.5% (41)	11.6% (18)	32.3% (50)	18.7% (29)	11.0% (17)	2.76	155
						answered question	173
						skipped question	27

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2015
STRATEGIC PLAN

21. Do you record PEG programs?		Response Percent	Response Count
Do not record PEG programs		86.5%	148
Yes, using a VCR		2.9%	5
Yes, using Cable DVR (Digital video recorder built into your cable box)		7.0%	12
Yes, using TiVo		0.0%	0
Yes, using other (please specify):		4.1%	7
	answered question		171
	skipped question		29

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STRATEGIC PLAN

22. If you use a DVR or TiVo, what percentage of time do you watch programs pre-recorded as opposed to watching live television?

	Response Percent	Response Count
Almost never use my DVR/TiVo to record programs	41.0%	43
25% or less of my viewing time is spent on DVR recordings	19.0%	20
50% or less of my viewing time is spent on DVR recordings	13.3%	14
75% or less of my viewing time is spent on DVR recordings	6.7%	7
More than 75% of my viewing time is spent on DVR recordings	20.0%	21
answered question		105
skipped question		95

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2015 STRATEGIC PLAN

23. How often do you watch the following City government meetings?					
	Once or more per week	Once or twice a month	A few times per year	Never	Response Count
City Plan Commission	2.3% (4)	8.7% (15)	30.6% (53)	58.4% (101)	173
Bloomington City Council	4.6% (8)	16.7% (29)	31.6% (55)	47.1% (82)	174
Bloomington Utilities Board	1.2% (2)	4.7% (8)	14.6% (25)	79.5% (136)	171
Bloomington Board of Public Works	1.2% (2)	5.8% (10)	18.6% (32)	74.4% (128)	172
Telecommunications Council	2.3% (4)	4.1% (7)	16.4% (28)	77.2% (132)	171
Other	0.0% (0)	2.3% (2)	5.8% (5)	91.9% (79)	86
If you selected "other" above, please tell us which other government meetings you watch:					8
				answered question	174
				skipped question	26

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STRATEGIC PLAN

24. How often do you watch the following County government meetings?					
	Once or more per week	Once or twice a month	A few times per year	Never	Response Count
Monroe County Council	2.3% (4)	9.8% (17)	28.3% (49)	59.5% (103)	173
Monroe Country Public Library Board of Trustees	0.6% (1)	12.7% (22)	26.0% (45)	60.7% (105)	173
Monroe County Commissioners	1.8% (3)	8.9% (15)	25.4% (43)	63.9% (108)	169
MCCSC School Board	1.8% (3)	3.5% (6)	25.7% (44)	69.0% (118)	171
Monroe County Plan Commission	1.8% (3)	6.4% (11)	20.5% (35)	71.3% (122)	171
Ellettsville Town Council	0.6% (1)	1.2% (2)	10.0% (17)	88.2% (150)	170
Monroe County Solid Waste Management District Board	0.6% (1)	2.4% (4)	6.5% (11)	90.6% (154)	170
Environmental Protection Agency (EPA)/ Citizen Input Committee (CIC)	0.6% (1)	2.3% (4)	8.2% (14)	88.9% (152)	171
Other	1.1% (1)	0.0% (0)	5.6% (5)	93.3% (84)	90
If you selected "other" above, please tell us which other government meetings you watch:					6
	answered question				173
	skipped question				27

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25. Do you use any of these online options to access local government content?

	Once or more per week	Once or twice a month	A few times per year	Never	Response Count
Use the online government meetings archive (meetingarchive.catstv.net)	2.3% (4)	5.3% (9)	24.6% (42)	67.8% (116)	171
Bloomington youtube channel (www.youtube.com/user/cityofbloomington)	0.6% (1)	1.2% (2)	15.3% (26)	82.9% (141)	170
Video content on the City of Bloomington website (bloomington.in.gov)	1.8% (3)	6.0% (10)	24.6% (41)	67.7% (113)	167
What video content on these sites would you like to see more of? Or is there other content you would like to see on these sites that is currently not featured?					12
				answered question	173
				skipped question	27

26. What could the City of Bloomington do to take better advantage of Internet video?

	Response Count
	50
answered question	50
skipped question	150

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27. How satisfied are you with the content offered through PEGs (CATS/TIU World)?							
	Very Dissatisfied		Indifferent		Very Satisfied	Rating Average	Response Count
City Government Meetings (Ch12)	2.5% (4)	1.3% (2)	49.7% (79)	26.4% (42)	20.1% (32)	3.60	159
County Government Meeting (Ch14)	2.5% (4)	1.3% (2)	59.7% (95)	18.9% (30)	17.6% (28)	3.48	159
Library, educational, cultural programs (Ch3)	1.9% (3)	2.6% (4)	55.5% (86)	22.6% (35)	17.4% (27)	3.51	155
Other public access programs (Ch7)	1.9% (3)	1.3% (2)	64.3% (101)	16.6% (26)	15.9% (25)	3.43	157
SCOLA International Programs (Ch96)	1.3% (2)	0.7% (1)	81.0% (124)	6.5% (10)	10.5% (16)	3.24	153
TIU World (Ch17)	1.9% (3)	0.0% (0)	59.2% (93)	22.3% (35)	16.6% (26)	3.52	157
						answered question	159
						skipped question	41

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28. How much do you agree with the following statements?							
	Strongly Disagree		Indifferent		Strongly Agree	Rating Average	Response Count
Being able to view videos of government meetings is valuable to me.	2.5% (4)	8.6% (14)	21.0% (34)	30.9% (50)	37.0% (60)	3.91	162
Having a neutral and complete video record of government meetings is valuable to me.	3.7% (6)	5.6% (9)	17.9% (29)	32.7% (53)	40.1% (65)	4.00	162
International news on PEG is valuable to me.	6.8% (11)	11.8% (19)	49.1% (79)	21.7% (35)	10.6% (17)	3.17	161
Educational and local cultural programming on PEG is valuable is valuable to me.	1.8% (3)	3.7% (6)	28.2% (46)	35.6% (58)	30.7% (50)	3.90	163
The constitutional protection of free speech on public access TV is valuable to me.	1.9% (3)	2.5% (4)	14.2% (23)	17.9% (29)	63.6% (103)	4.39	162
					answered question		163
					skipped question		37

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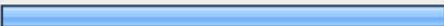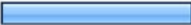
29. Overall, how important would you rate PEGs (CATS/TIU World) to the future of the Bloomington community?

	Extremely unimportant		Undecided		Extremely important	Rating Average	Response Count
Please indicate how important:	1.7% (2)	6.1% (7)	19.1% (22)	33.9% (39)	39.1% (45)	4.03	115
					answered question		115
					skipped question		85

30. How would you prefer to receive PEGs (CATS/TIU World) in the future? For Telecasts:

	Least Preferred		Most Preferred	Rating Average	Response Count
Comcast cable	24.8% (37)	29.5% (44)	45.6% (68)	2.21	149
AT&T U-verse/Smithville S+TV	35.6% (48)	39.3% (53)	25.2% (34)	1.90	135
Over the air/aerial - digital broadcast	33.6% (46)	40.9% (56)	25.5% (35)	1.92	137
Mobile delivery to cell phones	50.0% (69)	43.5% (60)	6.5% (9)	1.57	138
The Internet (e.g. live video streaming)	8.8% (13)	30.6% (45)	60.5% (89)	2.52	147
			answered question		160
			skipped question		40

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31. How would you prefer to receive PEGs (CATS/TIU World) in the future? For On Demand Content:

	Least preferred		Most preferred	Rating Average	Response Count
Be able to record any PEG program with my cable DVR (digital video recorder built into your cable box)	25.2% (35)	**49.6% (69)**	25.2% (35)	2.00	139
Video on Demand delivered by telecommunications provider (e.g. Comcast, AT&T U-verse, Smithville S+TV, etc)	16.1% (23)	**47.6% (68)**	36.4% (52)	2.20	143
Internet access to archive of video productions by CATS and the public (from 1970s to now) and government meetings	8.2% (12)	34.0% (50)	**57.8% (85)**	2.50	147
Downloads/Video podcast	19.6% (28)	37.1% (53)	**43.4% (62)**	2.24	143
				answered question	151
				skipped question	49

32. What kinds of programming would you suggest adding to the PEG channel lineup?

	Response Count
	28
answered question	28
skipped question	172

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STRATEGIC PLAN

33. Each CATS channel has a distinct identity.

	Strongly disagree		Indifferent		Strongly agree	Rating Average	Response Count
How much do you agree or disagree with this statement?	3.3% (5)	7.2% (11)	41.4% (63)	31.6% (48)	16.4% (25)	3.51	152
						answered question	152
						skipped question	48

34. Would you watch more CATS programming if it were all available on the internet?

		Response Percent	Response Count
Yes		51.3%	80
No		21.8%	34
Don't know		26.9%	42
		answered question	156
		skipped question	44

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STRATEGIC PLAN

35. Would you watch more CATS programming if it were offered in HD (high definition)?

	Response Percent	Response Count
Yes	15.0%	23
No	51.0%	78
Don't know	34.0%	52
answered question		153
skipped question		47

36. Would you pay an additional monthly cable fee for rental of a digital converter to view the CATS channels?

	Response Percent	Response Count
Yes	3.2%	5
No	81.9%	127
Don't know	14.8%	23
answered question		155
skipped question		45

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37. Did you know that CATS provides free access to its video production facilities for use by the public and offers equipment specific training as part of this process?

	Response Percent	Response Count
Yes	62.7%	99
No	37.3%	59
answered question		158
skipped question		42

38. Have you ever created a video program for one of the following?

	Never	Once	A few times	A few times a year	Once a month or more	Response Count
Home-video for self or friends (not for the web)	49.7% (75)	7.3% (11)	31.8% (48)	8.6% (13)	2.6% (4)	151
Video production for the web (e.g. youtube or other)	75.3% (113)	6.0% (9)	12.7% (19)	2.7% (4)	3.3% (5)	150
Public access programming for telecast on PEG channels	85.3% (128)	2.7% (4)	7.3% (11)	1.3% (2)	3.3% (5)	150
answered question						152
skipped question						48

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STRATEGIC PLAN

39. How likely are you to produce the following video programs in the future?					
	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Response Count
Home-video for self or friends (not for the web)	22.0% (33)	27.3% (41)	13.3% (20)	**37.3% (56)**	150
Video production for the web (e.g. youtube or other)	14.7% (22)	20.7% (31)	18.7% (28)	**46.0% (69)**	150
Public access programming for telecast on PEG channels	10.7% (16)	14.0% (21)	20.0% (30)	**55.3% (83)**	150
				Tell us why? (optional)	27
				answered question	150
				skipped question	50

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40. To produce your program, would you use any of the following resources?	Yes	No	Don't know	Response Count
Training at the station	52.3% (69)	23.5% (31)	24.2% (32)	132
Training online through CATS website	44.3% (58)	29.0% (38)	26.7% (35)	131
Loan cameras: High Definition Video or Standard Definition Video	56.1% (74)	19.7% (26)	24.2% (32)	132
Television studio	42.0% (55)	26.0% (34)	32.1% (42)	131
Sound recording equipment	48.1% (63)	22.1% (29)	29.8% (39)	131
My own camera	41.7% (53)	28.3% (36)	29.9% (38)	127
Post production equipment (editing software) at CATS	51.9% (68)	20.6% (27)	27.5% (36)	131
My own editing software at home (please specify below):	22.0% (28)	40.2% (51)	37.8% (48)	127
If you do, please let us know what type of video editing software you use at home:				21
			answered question	133
			skipped question	67

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2015
STRATEGIC PLAN
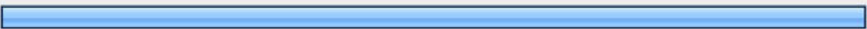
41. Is there any other equipment or service not mentioned above that CATS could provide to help you create a video program for PEG telecast:

		Response Count
		14
	answered question	14
	skipped question	186
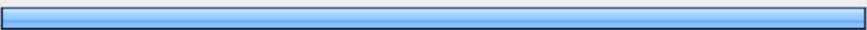
42. Please share with us any further thoughts you might have on video services in Bloomington (either through PEG channels or the City)?

		Response Count
		42
	answered question	42
	skipped question	158
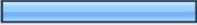
43. Your gender:

		Response Percent	Response Count
male		41.8%	66
female		58.2%	92
	answered question		158
	skipped question		42

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44. Your age:		Response Percent	Response Count
0-19		1.3%	2
20-24		9.5%	15
25-29		15.2%	24
30-39		24.1%	38
40-49		20.9%	33
50-64		24.7%	39
65+		4.4%	7
		answered question	158
		skipped question	42

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STRATEGIC PLAN

45. What is the highest level of education you have completed?		Response Percent	Response Count
Some High School, or High School Degree		6.4%	10
Some College		14.6%	23
College Degree		35.0%	55
Graduate Degree		40.8%	64
Other (please specify)		3.2%	5
	answered question		157
	skipped question		43

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STRATEGIC PLAN

46. Are you:

		Response Percent	Response Count
American Citizen		100.0%	155
Permanent Resident (Green Card Holder)		0.0%	0
Temporary US Resident (e.g. international student, overseas visitor, etc)		0.0%	0
Other (please specify)		0.0%	0
	answered question		155
	skipped question		45

47. Languages spoken at home:

		Response Percent	Response Count
English		100.0%	158
Spanish		4.4%	7
Korean		0.0%	0
Other (please specify)		1.3%	2
	answered question		158
	skipped question		42

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2015
STRATEGIC PLAN

48. Your household income:

		Response Percent	Response Count
not provided		10.5%	16
under $25,000		22.2%	34
$25,000-$49,999		**26.1%**	**40**
$50,000 to $74,999		20.3%	31
$75,000-$99,999		10.5%	16
over $100,000		10.5%	16
		answered question	153
		skipped question	47

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STRATEGIC PLAN

49. Where do you live?

	Response Percent	Response Count
Bloomington	77.8%	123
Ellettsville	5.1%	8
Monroe County other	13.9%	22
Other (e.g. other county or state, please specify)	3.2%	5
answered question		158
skipped question		42

50. Number of years lived in Monroe County:

	Response Percent	Response Count
Less than 5 years	19.6%	30
5 years or more	80.4%	123
answered question		153
skipped question		47

2015
STRATEGIC PLAN

Video Services User Survey – Full Answer Set

Question 1

Video Services User Survey

What type of television set(s) do you own? Please check all that apply (Note: e.g. projectors, plasma screens, etc. are all considered TVs for the purpose of this survey):

Answer Options	Response Percent	Response Count
Do not own a TV	5.5%	11
High Definition TV	46.5%	93
Standard Definition TV	61.5%	123
	answered question	200
	skipped question	0

What type of television set(s) do you own? Please check all that apply (Note: e.g. projectors, plasma screens, etc. are all considered TVs for the purpose of this survey):

Question 1

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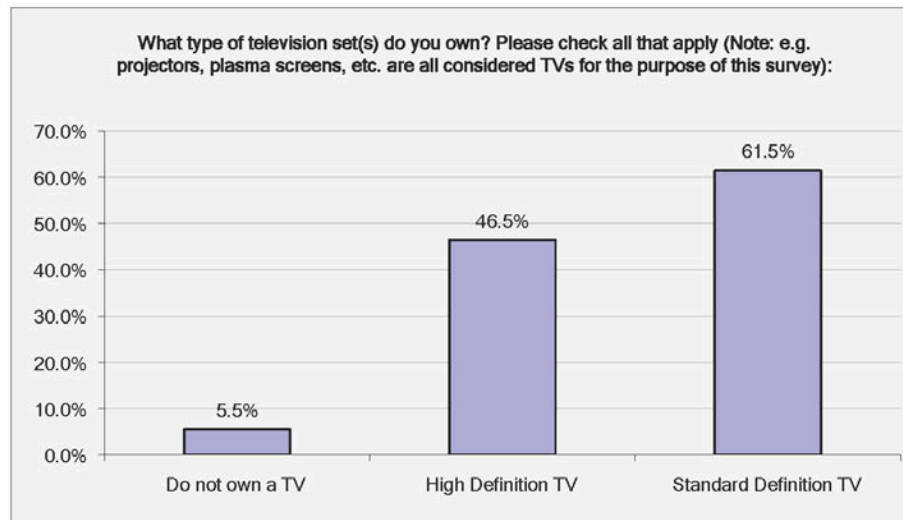
Question 2

Video Services User Survey

What type of computer(s) do you own? Please check all that apply:

Answer Options	Response Percent	Response Count
Do not own a computer	3.0%	6
Desktop	65.5%	131
Media PC (connected to your TV)	10.0%	20
Laptop	71.0%	142
work/library/school	2.0%	4
answered question		200
skipped question		0

What type of computer(s) do you own? Please check all that apply:

80.0%	71.0%
70.0%	65.5%
60.0%	
50.0%	
40.0%	
30.0%	
20.0%	
10.0% 3.0%	10.0% 2.0%
0.0%	

Do not own a computer Desktop Media PC (connected to your TV) Laptop Do not own computer but regularly use one at work/library/school

Question 2

2015 STRATEGIC PLAN
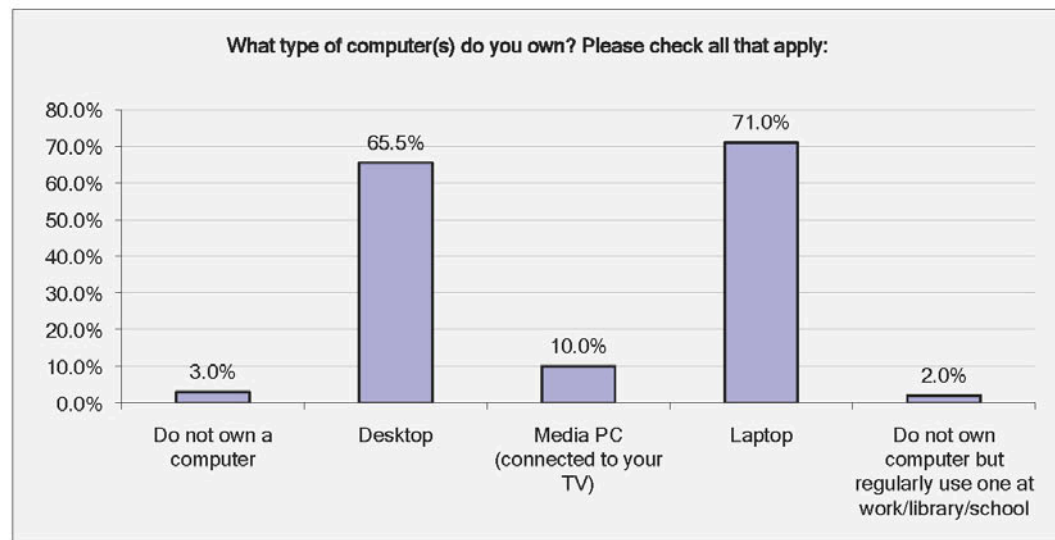
Question 3

Video Services User Survey

Do you have Internet access at home? Please check all that apply:

Answer Options	Response Percent	Response Count
Do not have Internet access at home	8.0%	16
Dial up	2.5%	5
Mobile data provided by cellphone carrier	7.0%	14
speed through cable, satellite, etc.). Please specify type and	88.5%	177
answered question		200
skipped question		0

Number	Response Date	High-speed (e.g. dsl: high-speed over phone line or high-speed through cable, satellite, etc.). Please specify type and provider:
1	Mar 12, 2010 2:23 PM	ATT DSL
2	Mar 12, 2010 2:26 PM	Cable; Comcast
3	Mar 12, 2010 2:26 PM	cable
4	Mar 12, 2010 2:39 PM	Smithville DSL
5	Mar 12, 2010 2:43 PM	Comcast cable (horrible, wish there were options)
6	Mar 12, 2010 2:45 PM	Cable through Comcast
7	Mar 12, 2010 2:55 PM	Comcast for home and business
8	Mar 12, 2010 3:07 PM	Comcast
9	Mar 12, 2010 3:07 PM	Cable through Comcast
10	Mar 12, 2010 3:09 PM	Comcast
11	Mar 12, 2010 3:10 PM	Comcast
12	Mar 12, 2010 3:10 PM	Comcast
13	Mar 12, 2010 3:11 PM	DSL AT&T
14	Mar 12, 2010 3:11 PM	ATT UVERSE
15	Mar 12, 2010 3:18 PM	AT&T

Question 3

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Question 3

16	Mar 12, 2010 3:19 PM	DSL AT&T
17	Mar 12, 2010 3:37 PM	Comcast Cable
18	Mar 12, 2010 3:48 PM	Comcast cable modem
19	Mar 12, 2010 4:04 PM	dsl
20	Mar 12, 2010 5:54 PM	verizon
21	Mar 12, 2010 6:04 PM	pegasus
22	Mar 12, 2010 6:20 PM	Comcast
23	Mar 12, 2010 6:57 PM	Smithville Telephone Co.
24	Mar 12, 2010 7:14 PM	high-speed cable, Comcast
25	Mar 12, 2010 7:52 PM	Verizon
26	Mar 12, 2010 8:13 PM	high speed through ATT
27	Mar 13, 2010 12:18 AM	Smithville
28	Mar 13, 2010 11:38 AM	DSL via AT & T
29	Mar 13, 2010 8:10 PM	cable
30	Mar 14, 2010 2:23 PM	att uverse high speed staellite
31	Mar 15, 2010 2:43 AM	High Speed Cable, Comcast
32	Mar 15, 2010 2:07 PM	Comcast
33	Mar 15, 2010 2:28 PM	At&t U-Verse
34	Mar 15, 2010 4:11 PM	Cable - Comcast
35	Mar 15, 2010 5:33 PM	comcast
36	Mar 15, 2010 6:44 PM	asdfasdf
37	Mar 15, 2010 7:05 PM	High speed through cable AT & T Uverse
38	Mar 15, 2010 8:17 PM	Cable - AT&T
39	Mar 15, 2010 8:20 PM	IU Campus High Speed
40	Mar 15, 2010 11:27 PM	Highspeed over phone with Smithville
41	Mar 16, 2010 12:53 PM	DSL, AT&T
42	Mar 16, 2010 1:00 PM	att
43	Mar 16, 2010 5:44 PM	Comcast
44	Mar 16, 2010 6:24 PM	High-speed via cable
45	Mar 17, 2010 4:22 PM	high-speed through cable ...and I hate dealing with them!!!
46	Mar 17, 2010 4:37 PM	cable, comcast
47	Mar 17, 2010 5:06 PM	Comcast
48	Mar 18, 2010 1:58 AM	Comcast
49	Mar 18, 2010 2:53 AM	comcast
50	Mar 18, 2010 6:34 AM	comcast
51	Mar 18, 2010 4:13 PM	comcast
52	Mar 18, 2010 8:39 PM	Smithville Telephone
53	Mar 18, 2010 10:14 PM	High speed through comcast cable

Question 3

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Question 3

54	Mar 19, 2010 1:56 AM	Comcast
55	Mar 19, 2010 1:42 PM	comcast
56	Mar 19, 2010 2:47 PM	Comcast
57	Mar 19, 2010 7:42 PM	Smithville Fiber
58	Mar 19, 2010 8:12 PM	comcast
59	Mar 20, 2010 1:41 AM	AT&T
60	Mar 20, 2010 12:39 PM	AT&T DSL
61	Mar 20, 2010 1:37 PM	Comcast
62	Mar 20, 2010 4:54 PM	AT&T
63	Mar 21, 2010 10:15 AM	comcast
64	Mar 21, 2010 11:42 AM	cable
65	Mar 21, 2010 4:04 PM	i think comcast
66	Mar 21, 2010 5:18 PM	Comcast
67	Mar 21, 2010 5:26 PM	dsl, comcast
68	Mar 21, 2010 10:04 PM	ATT
69	Mar 22, 2010 12:41 AM	comcast
70	Mar 22, 2010 2:07 AM	T1
71	Mar 22, 2010 11:38 AM	Comcast high speed cable
72	Mar 22, 2010 12:33 PM	AT&T Uverse
73	Mar 22, 2010 6:11 PM	Comcast; high speed cable
74	Mar 22, 2010 7:08 PM	comcast
75	Mar 22, 2010 8:03 PM	Comcast
76	Mar 23, 2010 3:09 AM	High-speed, AT&T
77	Mar 23, 2010 1:18 PM	cable
78	Mar 23, 2010 1:30 PM	Comcast
79	Mar 23, 2010 3:08 PM	High-speed through cable/ATT
80	Mar 23, 2010 4:39 PM	IU
81	Mar 23, 2010 5:59 PM	Comcast high speed cable
82	Mar 23, 2010 6:23 PM	Comcast Cable.
83	Mar 23, 2010 6:54 PM	comcast high speed cable
84	Mar 23, 2010 9:30 PM	comcast
85	Mar 24, 2010 2:57 PM	comcast cable broadband
86	Mar 24, 2010 7:42 PM	Smithville Phone
87	Mar 26, 2010 1:57 AM	comcast
88	Mar 26, 2010 4:02 AM	AT&T
89	Mar 26, 2010 12:04 PM	comcast
90	Mar 26, 2010 12:44 PM	comcast cable modem
91	Mar 26, 2010 5:08 PM	Smithville Telephone

Question 3

2015
STRATEGIC PLAN

Question 3

92	Mar 26, 2010 5:09 PM	COMCAST
93	Mar 26, 2010 6:47 PM	Comcast
94	Mar 26, 2010 7:04 PM	Linksys
95	Mar 27, 2010 2:53 AM	cable: Comcast
96	Mar 27, 2010 1:26 PM	AT&T
97	Mar 29, 2010 1:03 AM	AT&T
98	Mar 29, 2010 5:18 AM	high-speed, Campus Court HSIA network
99	Mar 29, 2010 12:13 PM	comcast
100	Mar 29, 2010 12:44 PM	AT&T
101	Mar 29, 2010 1:05 PM	Comcast
102	Mar 30, 2010 12:42 AM	U-Verse
103	Mar 30, 2010 12:51 AM	Comcast
104	Mar 30, 2010 3:05 PM	Comcast
105	Mar 30, 2010 7:06 PM	Wireless ATT
106	Mar 30, 2010 8:15 PM	cable
107	Mar 30, 2010 10:20 PM	AT&T DSL
108	Mar 30, 2010 11:39 PM	A T & T dsl over phone line
109	Mar 31, 2010 1:03 AM	ATT
110	Mar 31, 2010 1:35 PM	Comcast, though looking at other options
111	Mar 31, 2010 1:54 PM	dsl eGix
112	Mar 31, 2010 4:41 PM	High speed through cable
113	Mar 31, 2010 6:38 PM	cable-Comcast
114	Mar 31, 2010 7:53 PM	Cable via Comcast
115	Mar 31, 2010 7:53 PM	att cable
116	Mar 31, 2010 8:33 PM	at&t uverse
117	Mar 31, 2010 8:45 PM	DSL, AT&T
118	Mar 31, 2010 8:54 PM	Cable - Comcast
119	Mar 31, 2010 9:53 PM	cable via Crappycast
120	Apr 1, 2010 2:02 PM	ATT
121	Apr 1, 2010 2:04 PM	high speed over phone
122	Apr 1, 2010 2:09 PM	comcast
123	Apr 1, 2010 2:13 PM	High speed through Comcast
124	Apr 1, 2010 2:20 PM	high-speed through satellite
125	Apr 1, 2010 2:20 PM	Smithville DSL
126	Apr 1, 2010 2:21 PM	comcast
127	Apr 1, 2010 2:22 PM	ATT
128	Apr 1, 2010 2:25 PM	DSL- AT&T
129	Apr 1, 2010 2:32 PM	AT&T U-Verse high speed cable internet

Question 3

2015 STRATEGIC PLAN

Question 3

130	Apr 1, 2010 2:50 PM	High-speed cable through Comcast
131	Apr 1, 2010 2:54 PM	Fios Smithville
132	Apr 1, 2010 3:02 PM	Through cable--Comcast
133	Apr 1, 2010 3:18 PM	Cable - Comcast
134	Apr 1, 2010 3:40 PM	cable, Comcast
135	Apr 1, 2010 3:40 PM	DSL, AT&T
136	Apr 1, 2010 4:00 PM	high-speed through cable - Comcast
137	Apr 1, 2010 4:14 PM	DSL
138	Apr 1, 2010 4:27 PM	Comcast
139	Apr 1, 2010 4:28 PM	Smithville DSL
140	Apr 1, 2010 4:53 PM	high-speed through cable
141	Apr 1, 2010 4:53 PM	AT&T
142	Apr 1, 2010 5:12 PM	phone line
143	Apr 1, 2010 5:12 PM	at &t
144	Apr 1, 2010 5:15 PM	Smithville Telephone Company
145	Apr 1, 2010 5:37 PM	Smithville Telephone Company
146	Apr 1, 2010 5:52 PM	Comcast
147	Apr 1, 2010 5:53 PM	bluemarble/smithville
148	Apr 1, 2010 5:58 PM	dsl at&t
149	Apr 1, 2010 6:08 PM	high speed over phone line, att
150	Apr 1, 2010 6:18 PM	dsl - Pegasus Communications
151	Apr 1, 2010 7:08 PM	ATT
152	Apr 1, 2010 7:15 PM	dsl phone line
153	Apr 1, 2010 7:19 PM	Comcast
154	Apr 1, 2010 7:33 PM	Comcast
155	Apr 1, 2010 7:40 PM	dsl, Smithville Telephone Co.
156	Apr 1, 2010 8:07 PM	cabe - comcast
157	Apr 1, 2010 8:52 PM	FIOS through Smithville Telephone
158	Apr 1, 2010 9:24 PM	AT&T DSK
159	Apr 1, 2010 9:43 PM	ATT (NOT u-verse)
160	Apr 1, 2010 10:35 PM	DSL, Jest Inc.
161	Apr 2, 2010 12:20 AM	Smithville
162	Apr 2, 2010 2:09 AM	10 m
163	Apr 2, 2010 2:43 AM	cable modem, Comcast
164	Apr 2, 2010 12:56 PM	through cable, comcast
165	Apr 2, 2010 1:16 PM	wireless
166	Apr 2, 2010 1:26 PM	Wireless through Verizon
167	Apr 2, 2010 1:46 PM	bluemarble

Question 3

2015
STRATEGIC PLAN

Question 3

168	Apr 2, 2010 2:05 PM	Comcast broadband
169	Apr 2, 2010 2:23 PM	cable
170	Apr 2, 2010 3:17 PM	DSL, Smithville
171	Apr 2, 2010 3:50 PM	high speed through cable
172	Apr 2, 2010 3:59 PM	Comcast Cable
173	Apr 3, 2010 2:31 PM	Cable, comcast (Yuk)
174	Apr 3, 2010 3:37 PM	Apartment complex provider
175	Apr 4, 2010 12:12 AM	Comcast
176	Apr 5, 2010 11:42 AM	smithville
177	Apr 5, 2010 2:48 PM	Comcast high-speed through cable

Do you have Internet access at home? Please check all that apply:

Question 3

2015 STRATEGIC PLAN
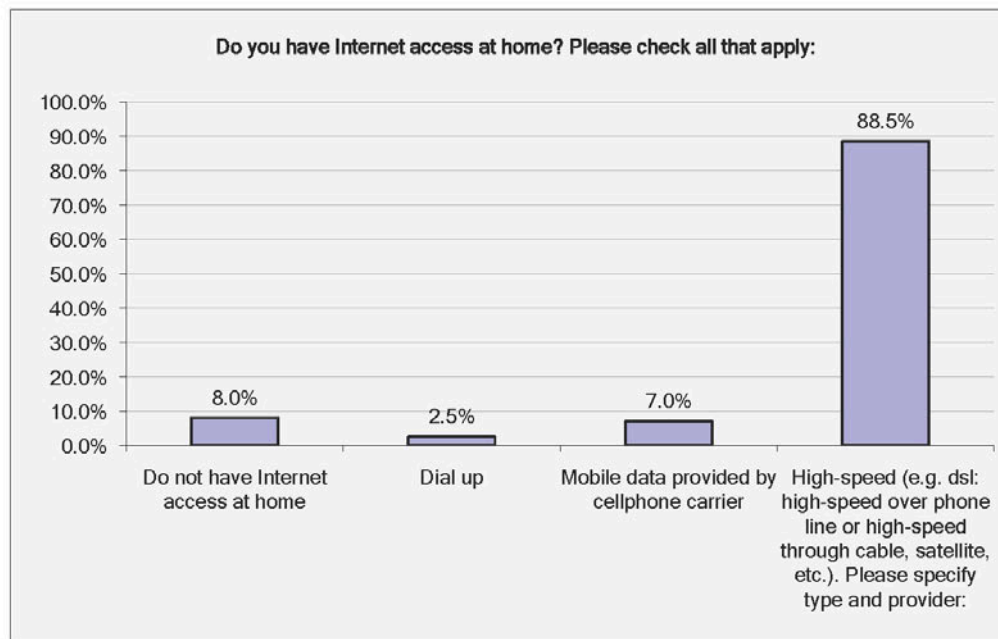
Question 4

Video Services User Survey

Do you own any portable devices with video playback capability? Please check all that apply:

Answer Options	Response Percent	Response Count
Do not own portable devices with video playback capability	47.0%	94
windows mobile, android, etc.)	36.0%	72
Portable music player with video playback capability	31.0%	62
answered question		200
skipped question		0

Do you own any portable devices with video playback capability? Please check all that apply:

Question 4

2015
STRATEGIC PLAN
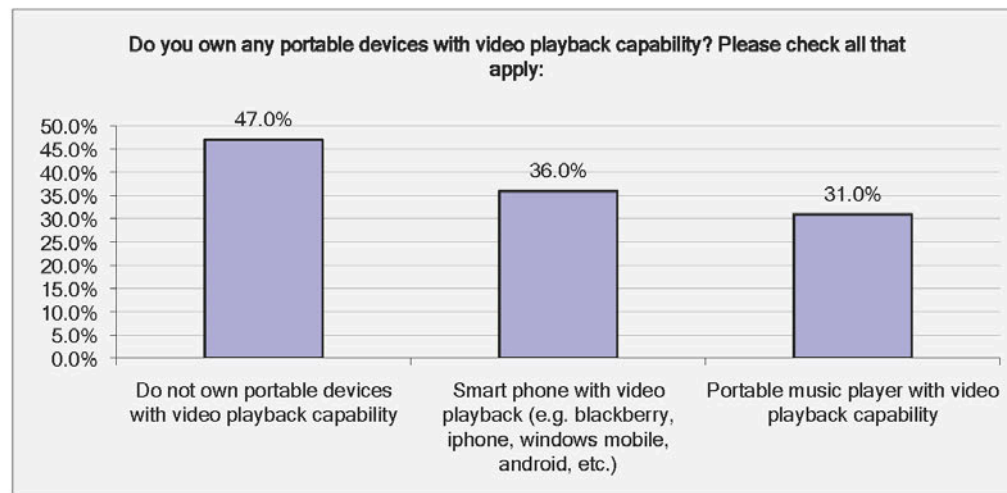
Question 5

Video Services User Survey

Do you have a cable television service?		
Answer Options	**Response Percent**	**Response Count**
Yes	66.5%	133
No	33.5%	67
	answered question	200
	skipped question	0
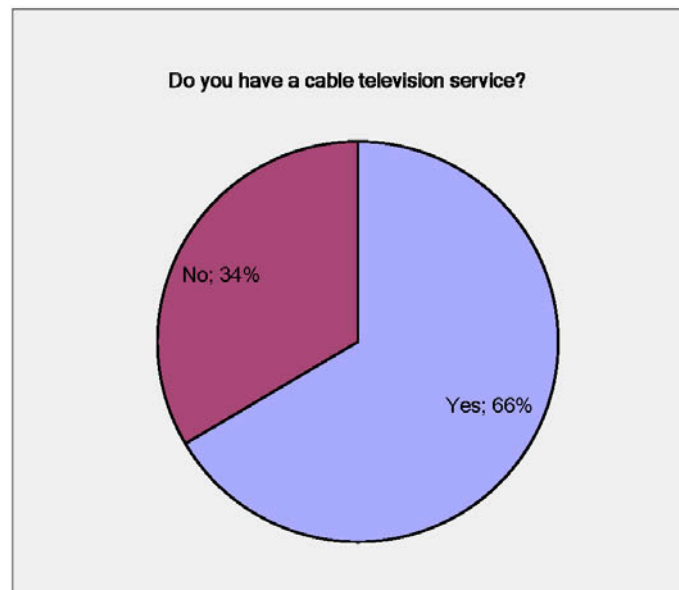
Question 5

Question 6

Video Services User Survey

Which cable services do you subscribe to?

Answer Options	Response Percent	Response Count
Comcast Basic Cable	24.2%	32
Comcast Expanded Basic Cable	18.9%	25
Comcast Digital Cable	23.5%	31
cable box)	21.2%	28
Other (please specify)	22.7%	30
	answered question	132
	skipped question	68

Number	Response Date	Other (please specify)
1	Mar 12, 2010 3:11 PM	ATT UVERSE
2	Mar 12, 2010 6:04 PM	pegasus
3	Mar 12, 2010 8:13 PM	ATT uverse
4	Mar 15, 2010 2:29 PM	At&t U-Verse
5	Mar 15, 2010 7:06 PM	AT&T Uverse
6	Mar 20, 2010 1:42 AM	AT&T U-verse
7	Mar 22, 2010 12:33 PM	AT&T Uverse
8	Mar 22, 2010 4:01 PM	Direct TV
9	Mar 23, 2010 3:10 AM	AT&T U-verse
10	Mar 29, 2010 1:03 AM	direct
11	Mar 29, 2010 5:19 AM	Provided by Campus Court Apartments
12	Mar 30, 2010 12:42 AM	AT&T U-verse
13	Mar 31, 2010 4:41 PM	Direct TV
14	Mar 31, 2010 5:43 PM	I get mine from saltlite
15	Mar 31, 2010 7:53 PM	att uverse
16	Mar 31, 2010 8:34 PM	at&t uverse
17	Apr 1, 2010 2:04 PM	AT&T Uverse
18	Apr 1, 2010 2:26 PM	insight- expanded basic
19	Apr 1, 2010 2:32 PM	AT&T U-Verse
20	Apr 1, 2010 2:54 PM	Smithville with DVR
21	Apr 1, 2010 4:27 PM	Directv

Question 6

2015 STRATEGIC PLAN

Question 6

22	Apr 1, 2010 4:54 PM	AT&T Uverse
23	Apr 1, 2010 6:09 PM	Direct TV
24	Apr 1, 2010 6:19 PM	not sure - comes with condo
25	Apr 1, 2010 7:43 PM	Direct TV
26	Apr 1, 2010 8:53 PM	Smithville FIOS DVR HD
27	Apr 1, 2010 10:36 PM	DirecTV
28	Apr 2, 2010 1:23 PM	DISH
29	Apr 3, 2010 4:53 PM	direct tv
30	Apr 5, 2010 11:42 AM	direct tv

Which cable services do you subscribe to?

Comcast Basic Cable	Comcast Expanded Basic Cable	Comcast Digital Cable	Comcast DVR (Digital Video Recorder built into Comcast cable box)	Other (please specify)
24.2%	18.9%	23.5%	21.2%	22.7%

Question 6

2015 STRATEGIC PLAN
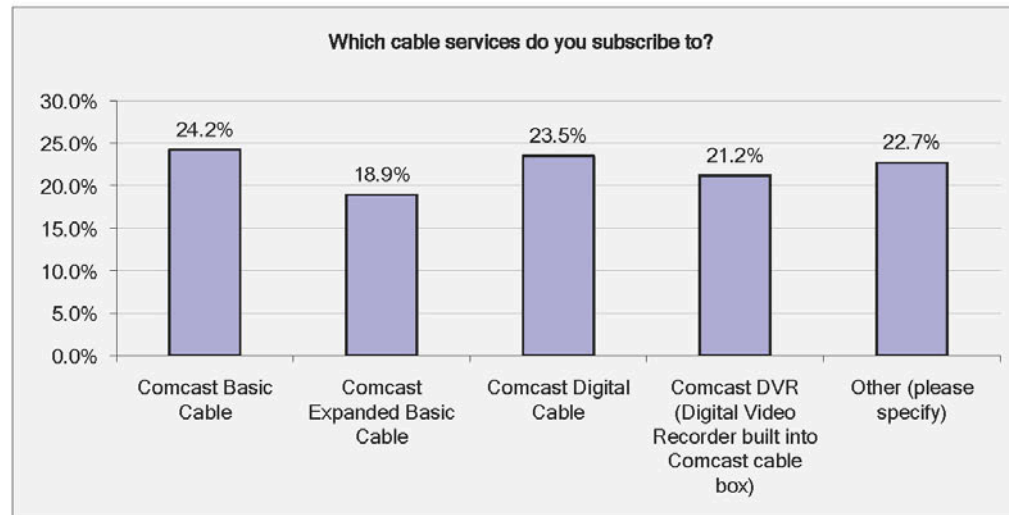
Question 7

Video Services User Survey

Do you receive television service over the airwaves/an aerial? (Using a converter box or TVs with digital receivers)		
Answer Options	**Response Percent**	**Response Count**
Yes	20.1%	39
No	79.9%	155
	answered question	194
	skipped question	6

Do you receive television service over the airwaves/an aerial? (Using a converter box or TVs with digital receivers)

Yes; 20%

No; 80%

Question 7

2015 STRATEGIC PLAN

Question 8

Video Services User Survey

Do you have/use TiVo?		
Answer Options	Response Percent	Response Count
Yes	11.5%	22
No	88.5%	170
	answered question	192
	skipped question	8

Do you have/use TiVo?

Yes; 11%

No; 89%

Question 8

2015
STRATEGIC PLAN
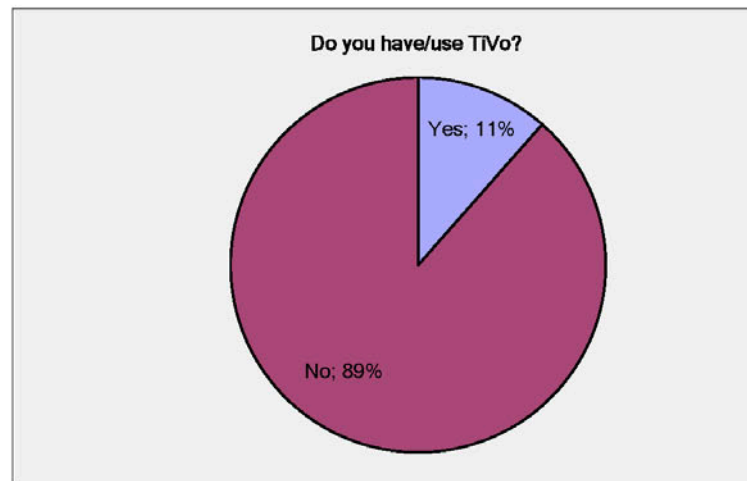
Question 9

Video Services User Survey

Do you use direct to home satellite (e.g. DirectTV/DishNetwork)		
Answer Options	Response Percent	Response Count
Yes	14.4%	28
No	85.6%	166
	answered question	194
	skipped question	6

Do you use direct to home satellite (e.g. DirectTV/DishNetwork)

Yes; 14%

No; 86%

Question 9

2015
STRATEGIC PLAN
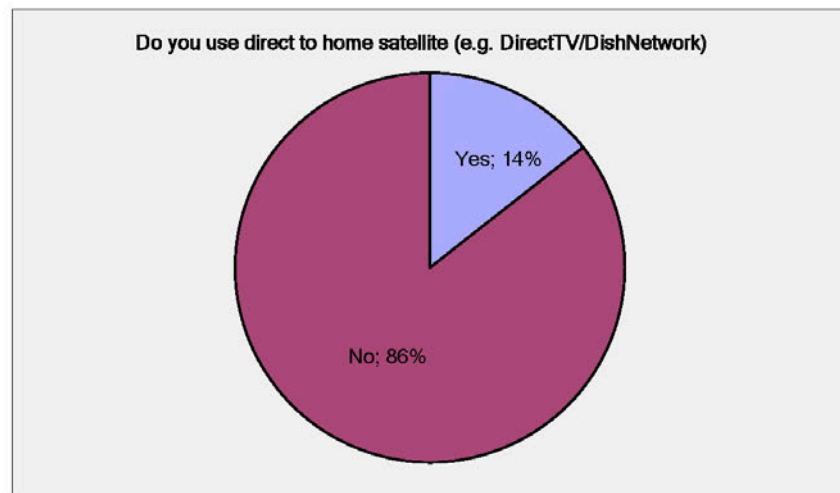
Question 10

Video Services User Survey

Which satellite services do you use?

Answer Options	Response Percent	Response Count
DishNetwork (any package)	10.7%	3
DishNetwork receiver)	14.3%	4
DirectTV (any package)	28.6%	8
receiver)	42.9%	12
Other (please specify)	3.6%	1
	answered question	28
	skipped question	172

Number	Response Date	Other (please specify)
1	Apr 1, 2010 5:13 PM	AT & T Uverse

Which satellite services do you use?
Other; 4%
DishNetwork (any package); 11%
DishNetwork DVR; 14%
DirectTV (any package); 28%
DirectTV DVR; 43%

Question 10

2015 STRATEGIC PLAN
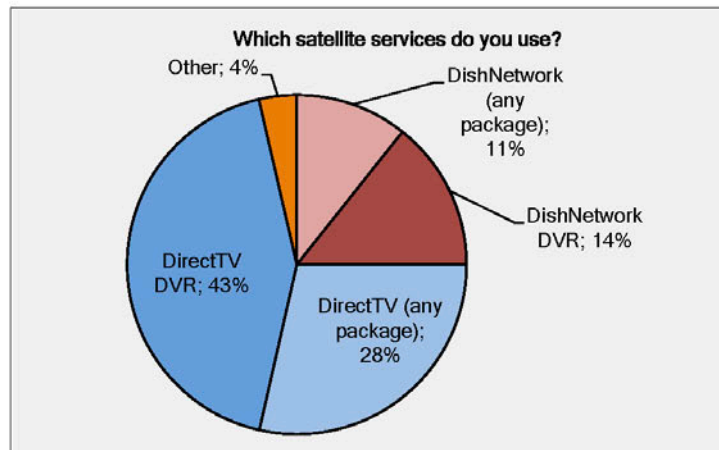
Question 11

Video Services User Survey

Do you use television services provided by a telecommunications provider other than Comcast? (e.g. AT&T U-verse or Smithville S+TV)

Answer Options	Response Percent	Response Count
Yes	15.5%	30
No	84.5%	164
	answered question	194
	skipped question	6

Do you use television services provided by a telecommunications provider other than Comcast? (e.g. AT&T U-verse or Smithville S+TV)

Yes; 15%

No; 85%

Question 11

2015 STRATEGIC PLAN
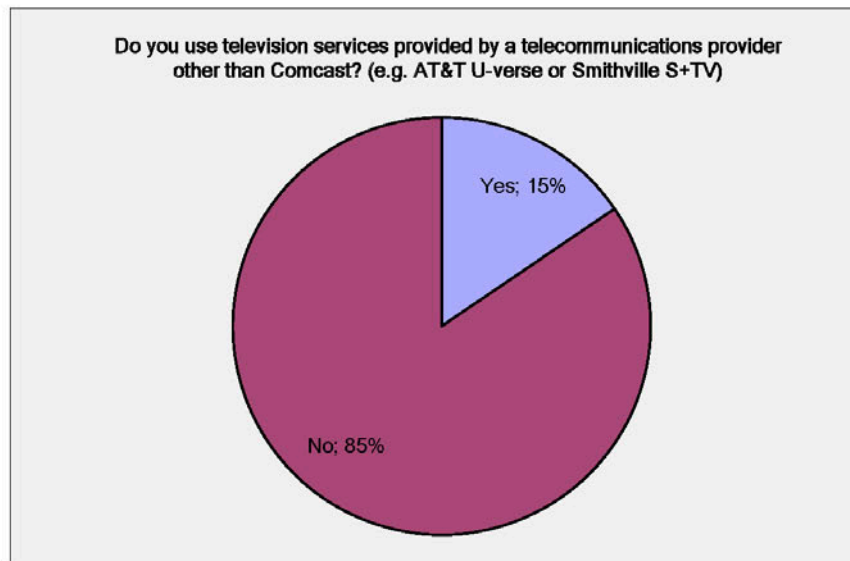
Question 12

Video Services User Survey

Which television service delivered to you by a telecommunications provider do you subscribe to?

Answer Options	Response Percent	Response Count
AT&T U-verse	62.1%	18
Smithville S+TV	13.8%	4
Other not listed (please specify)	27.6%	8
	answered question	29
	skipped question	171

Number	Response Date	Other not listed (please specify)
1	Mar 12, 2010 6:04 PM	pegasus
2	Mar 13, 2010 12:19 AM	DishNetwork
3	Mar 22, 2010 2:08 AM	ESPN/Broadcast Sat Feeds
4	Apr 1, 2010 2:26 PM	Insight
5	Apr 1, 2010 4:13 PM	I use antenna ONLY
6	Apr 1, 2010 6:10 PM	Direct TV
7	Apr 1, 2010 7:44 PM	Direct TV
8	Apr 2, 2010 1:28 PM	DIRECTV

Which television service delivered to you by a telecommunications provider do you subscribe to?

Question 12

2015 STRATEGIC PLAN
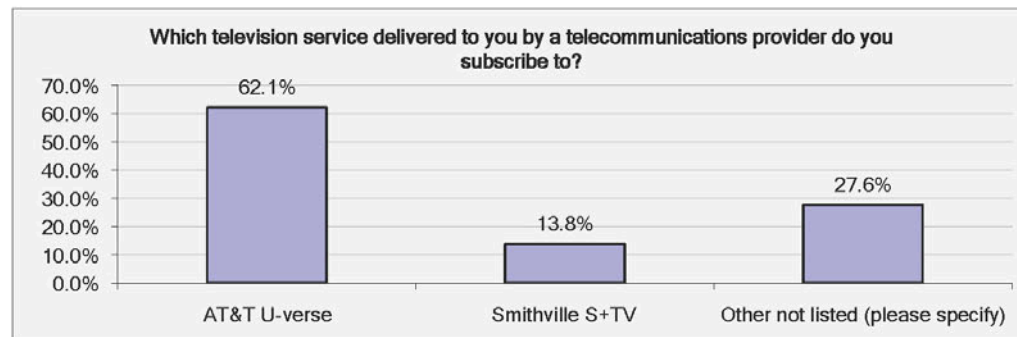
Question 13

Video Services User Survey

Do you use an Internet video service (such as youtube, iTunes or hulu)?

Answer Options	Response Percent	Response Count
Yes	80.3%	155
No	19.7%	38
	answered question	193
	skipped question	7

Do you use an Internet video service (such as youtube, iTunes or hulu)?

No; 20%

Yes; 80%

Question 13

2015 STRATEGIC PLAN

Question 14

Video Services User Survey

Please specify which video websites or services you use:

Answer Options	Response Percent	Response Count
Video sharing sites (e.g. youtube, vimeo)	93.4%	142
IPTV (e.g. hulu.net, netflix instant streaming)	71.1%	108
For pay downloads and subscriptions (e.g. iTunes, Amazon)	53.9%	82
answered question		152
skipped question		48

Number	Response Date	Video sharing sites (e.g. youtube, vimeo)	IPTV (e.g. hulu.net, netflix instant streaming)	For pay downloads and subscriptions (e.g. iTunes, Amazon)
1	Mar 12, 2010 2:24 PM	youtube, vimeo	hulu	
2	Mar 12, 2010 2:27 PM	youtube	hulu	
3	Mar 12, 2010 2:27 PM	youtube	netflix	none
4	Mar 12, 2010 2:40 PM	youtube	hulu	itunes
5	Mar 12, 2010 2:45 PM	youtube, godtube	netflix, hulu	
6	Mar 12, 2010 2:45 PM	Youtube	Hulu	None
7	Mar 12, 2010 2:56 PM	Youtube, Vimeo	Hulu, Netflix	Itunes and Amazon
8	Mar 12, 2010 3:08 PM	youtube	hulu, netflix	iTunes
9	Mar 12, 2010 3:09 PM	youtube, vimeo	ustream,hulu	Amazon (through Tivo)
10	Mar 12, 2010 3:10 PM	YouTube, Vimeo	HULU	iTunes
11	Mar 12, 2010 3:11 PM	youtube	hulu, netflix	
12	Mar 12, 2010 3:11 PM	youtube	hulu, netflix streaming to my xbox, bittorrent	
13	Mar 12, 2010 3:12 PM	youtube	hulu	
14	Mar 12, 2010 3:13 PM	youtube		itunes
15	Mar 12, 2010 3:19 PM	Youtube	Netflix, Hulu	
16	Mar 12, 2010 3:20 PM	Youtube	Netflix and Hulu	
17	Mar 12, 2010 3:38 PM	YouTube, Vimeo	Hulu	None
18	Mar 12, 2010 3:49 PM		Netflix Streaming	XBOX Marketplace, Playstation Store
19	Mar 12, 2010 4:05 PM	YouTube	Hulu, Netflix	
20	Mar 12, 2010 5:55 PM	youtube		itunes

Question 14

2015
STRATEGIC PLAN

Question 14

21	Mar 12, 2010 6:20 PM	youtube.com		
22	Mar 12, 2010 6:59 PM	youtube	netflix instant streaming; Amazon hulu.net; boxee	
23	Mar 12, 2010 7:15 PM	YouTube		iTunes
24	Mar 12, 2010 7:53 PM	youtube, CATS via library web site		
25	Mar 12, 2010 8:14 PM	Youtube, Vimeo, and Hulu		Itunes, amazon
26	Mar 13, 2010 12:20 AM	all	hulu	iTunes, Amazon
27	Mar 13, 2010 11:39 AM	youtube	hulu	netflix
28	Mar 14, 2010 2:24 PM	youtube		itunes
29	Mar 15, 2010 2:44 AM	Youtube	Netflix	iTunes, Amazon
30	Mar 15, 2010 2:30 PM	youtube		iTunes
31	Mar 15, 2010 4:14 PM		Netflix	iTune and Amazon
32	Mar 15, 2010 5:35 PM	youtube	hulu	itunes
33	Mar 15, 2010 7:07 PM	youtube	hulu.net	itunes
34	Mar 15, 2010 8:18 PM	youtube, vimeo	netflix streaming and hulu	none
35	Mar 15, 2010 8:21 PM			iTunes subscriptions and podcasts
36	Mar 15, 2010 11:29 PM	youtube		iTunes
37	Mar 16, 2010 12:54 PM		Netflix instant streaming	Amazon
38	Mar 16, 2010 5:45 PM	Youtube	Hulu	iTunes
39	Mar 16, 2010 6:25 PM	youtube	hulu & netflix instant	none
40	Mar 17, 2010 4:23 PM	YouTube,	Hulu, Netflix,	
41	Mar 17, 2010 4:38 PM	youtube	hulu and netflix streaming	iTunes
42	Mar 17, 2010 5:07 PM	YouTube	NetFlix	iTunes
43	Mar 18, 2010 2:54 AM	youtube, bit-torrent	netflix	
44	Mar 18, 2010 6:36 AM	youtube	netflix, comcast xfinity,	itunes
45	Mar 18, 2010 4:14 PM	youtube		mp3panda
46	Mar 18, 2010 10:15 PM		www.tv.blinkx.com	
47	Mar 19, 2010 1:57 AM	youtube		
48	Mar 19, 2010 1:43 PM	youtube, hulu	netflix	itunes
49	Mar 19, 2010 2:48 PM	youtube, crunchyroll	hulu	
50	Mar 19, 2010 7:43 PM	youtube	hulu, netflix	Amazon
51	Mar 19, 2010 8:14 PM	youtube		itunes
52	Mar 20, 2010 12:40 PM	Youtube	hulu, netflix	

Question 14

2015
STRATEGIC PLAN

Question 14

53	Mar 20, 2010 1:39 PM	YouTube Vimeo FaceBook Current TV		itunes
54	Mar 20, 2010 4:55 PM	utube	hulu	
55	Mar 21, 2010 10:16 AM	youtube	hulu	
56	Mar 21, 2010 11:43 AM	youtube, uhbruh (sp?)		
57	Mar 21, 2010 4:04 PM	youtube, vimeo	hulu	
58	Mar 21, 2010 5:20 PM	youtube, vodpod, vimeo	hulu	iTunes
59	Mar 21, 2010 5:27 PM	youtube	hulu, network websites	
60	Mar 21, 2010 10:05 PM	youtube	hulu.net, netflix	
61	Mar 22, 2010 12:42 AM	youtube	hulu, nbc	
62	Mar 22, 2010 11:39 AM	youtube	hulu.net, ustream	netflixs
63	Mar 22, 2010 12:12 PM	youtube		
64	Mar 22, 2010 12:34 PM	youtube	hulu and netflix	
65	Mar 22, 2010 3:01 PM	youtube	netflix	
66	Mar 22, 2010 4:01 PM	hulu		
67	Mar 22, 2010 6:12 PM		hulu	iTunes
68	Mar 22, 2010 7:09 PM	youtube	netflix, hulu	iTunes, amazon
69	Mar 22, 2010 8:04 PM	youtube.com, gametrailers.com	hulu.net	
70	Mar 23, 2010 3:11 AM	youtube	hulu.net	iTunes
71	Mar 23, 2010 1:32 PM	youtube	hulu, netflix streaming	itunes
72	Mar 23, 2010 2:06 PM	youtube, sciencestage, flickr, digg		
73	Mar 23, 2010 3:09 PM		Justin.tv channelsurfing.net	
74	Mar 23, 2010 6:01 PM	youtube		itunes
75	Mar 23, 2010 6:25 PM	Youtube, Blinkx, Metacafe	Hulu, Veoh	
76	Mar 23, 2010 9:32 PM	youtube	network sites CBS,NBC,ABC,Bravo,T VLand	real player superpass
77	Mar 24, 2010 2:58 PM	youtube	hulu, metflix	
78	Mar 24, 2010 5:46 PM	Youtube, Myspace	Hulu.com	
79	Mar 24, 2010 7:44 PM	youtube	hulu.net, netflix	
80	Mar 26, 2010 12:45 PM	youtube		itunes, amazon
81	Mar 26, 2010 5:10 PM	YOUTUBE		
82	Mar 26, 2010 6:48 PM	youtube		iTunes
83	Mar 26, 2010 7:05 PM	Youtube, vimeo	hulu, megavideo	ITunes, Amazon
84	Mar 27, 2010 2:55 AM	youtube		iTunes
85	Mar 27, 2010 1:28 PM			i-Tunes

Question 14

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STRATEGIC PLAN

Question 14

86	Mar 29, 2010 5:20 AM	youtube	n/a	iTunes
87	Mar 29, 2010 12:45 PM	youtube	hulu, fancast	itunes
88	Mar 29, 2010 1:06 PM	you tube	netflix	
89	Mar 30, 2010 12:42 AM	YouTube		
90	Mar 30, 2010 3:06 PM	youtube	hulu	netflix
91	Mar 30, 2010 7:07 PM	Youtube	Hulu	iTunes
92	Mar 30, 2010 10:21 PM	youtube		
93	Mar 30, 2010 11:40 PM	youtube	hulu.net, netflix	
94	Mar 31, 2010 1:04 AM	youtube	hulu	iTunes (rarely)
95	Mar 31, 2010 1:56 PM	you tube	hulu	
96	Mar 31, 2010 2:18 PM	youtube		
97	Mar 31, 2010 4:42 PM	youtube	hulu	
98	Mar 31, 2010 7:53 PM	Youtube	Hulu	
99	Mar 31, 2010 7:54 PM	pretty much anything	netflix	
100	Mar 31, 2010 8:35 PM	youtube	blockbuster	itunes
101	Mar 31, 2010 8:46 PM	youtube, facebook	hulu, ustream	itunes, amazon
102	Mar 31, 2010 9:56 PM	YouTube, Vimeo, Yahoo! video, news networks and occassional use of others	Netflix streaming	Amazon but rarely
103	Apr 1, 2010 12:36 PM	youtube		
104	Apr 1, 2010 2:03 PM	Youtube		iTunes
105	Apr 1, 2010 2:06 PM	youtube		iTunes
106	Apr 1, 2010 2:10 PM	youtube	netflix	itunes
107	Apr 1, 2010 2:14 PM	youtube		
108	Apr 1, 2010 2:21 PM	youtube		iTunes
109	Apr 1, 2010 2:22 PM	youtube	hulu	don't use
110	Apr 1, 2010 2:24 PM	Youtube, Vimeo, funnyordie	hulu, netflix	none
111	Apr 1, 2010 2:25 PM	youtube	hulu.net	iTunes
112	Apr 1, 2010 2:27 PM	youtube	hulu, tv networks	
113	Apr 1, 2010 2:33 PM	YouTube	Hulu	iTunes
114	Apr 1, 2010 2:51 PM	youtube		
115	Apr 1, 2010 2:55 PM	youtube	hulu, netflix	
116	Apr 1, 2010 3:14 PM	youtube.com	hulu.net	
117	Apr 1, 2010 3:19 PM	youtube	Netflix, hulu	
118	Apr 1, 2010 3:41 PM	YouTube	Hulu	

Question 14

2015
STRATEGIC PLAN

Question 14

119	Apr 1, 2010 3:42 PM	youtube		
120	Apr 1, 2010 4:14 PM	Youtube	Hulu	
121	Apr 1, 2010 4:29 PM	youtube		
122	Apr 1, 2010 4:29 PM	youtube		
123	Apr 1, 2010 4:55 PM	youtube, vimeo, hulu	hulu, netflix	itunes
124	Apr 1, 2010 4:55 PM	youtube	hulu.net	
125	Apr 1, 2010 5:13 PM			iTunes
126	Apr 1, 2010 5:13 PM	youtube		
127	Apr 1, 2010 5:53 PM	youtube, vimeo		iTunes
128	Apr 1, 2010 5:54 PM	YouTube,	hulu.net, netlix,	
129	Apr 1, 2010 6:00 PM	YouTube	Hulu, abc.com, funimation, etc.	
130	Apr 1, 2010 7:09 PM	youtube, vineo	hulu, specific channels	iTunes
131	Apr 1, 2010 7:20 PM	YouTube		
132	Apr 1, 2010 7:30 PM	Youtube		
133	Apr 1, 2010 8:08 PM	youtube	hulu	iTunes -sparingly
134	Apr 1, 2010 8:54 PM	youtube, vimeo	hulu, netflix, youtube	None
135	Apr 1, 2010 9:25 PM	YouTube	Netflix Instant Streaming	
136	Apr 1, 2010 9:44 PM	not app	netflix	amazon
137	Apr 1, 2010 10:36 PM	youtube		
138	Apr 2, 2010 12:22 AM	youtube	hulu	itunes
139	Apr 2, 2010 2:44 AM	youtube and vimeo	hulu	iTunes
140	Apr 2, 2010 12:57 PM		hulu, netflix	iTunes
141	Apr 2, 2010 1:17 PM	youtube	hulu & netflix	
142	Apr 2, 2010 1:30 PM	youtube	hulu.net	
143	Apr 2, 2010 1:47 PM	youtube	hulu.net	Zune
144	Apr 2, 2010 2:06 PM	youtube		Amazon
145	Apr 2, 2010 2:24 PM	youtube	netflix	amazon
146	Apr 2, 2010 3:18 PM	YouTube		
147	Apr 2, 2010 3:51 PM	youtube	netflix streaming	iTunes
148	Apr 2, 2010 4:00 PM	YouTube, MetaCafe, Crunchyroll, Funimation	Hulu, Boxee, Netflix	iTunes
149	Apr 3, 2010 2:32 PM	Youtube, vimeo	hulu	
150	Apr 3, 2010 3:43 PM	You Tube	Hulu	iTunes
151	Apr 4, 2010 12:13 AM	Vimeo, Youtube,	Hulu.net	iTunes
152	Apr 5, 2010 2:51 PM	youtube	hulu, world championship sports network	

Question 14

2015
STRATEGIC PLAN

Question 14

Please specify which video websites or services you use:

Question 14

2015
STRATEGIC PLAN
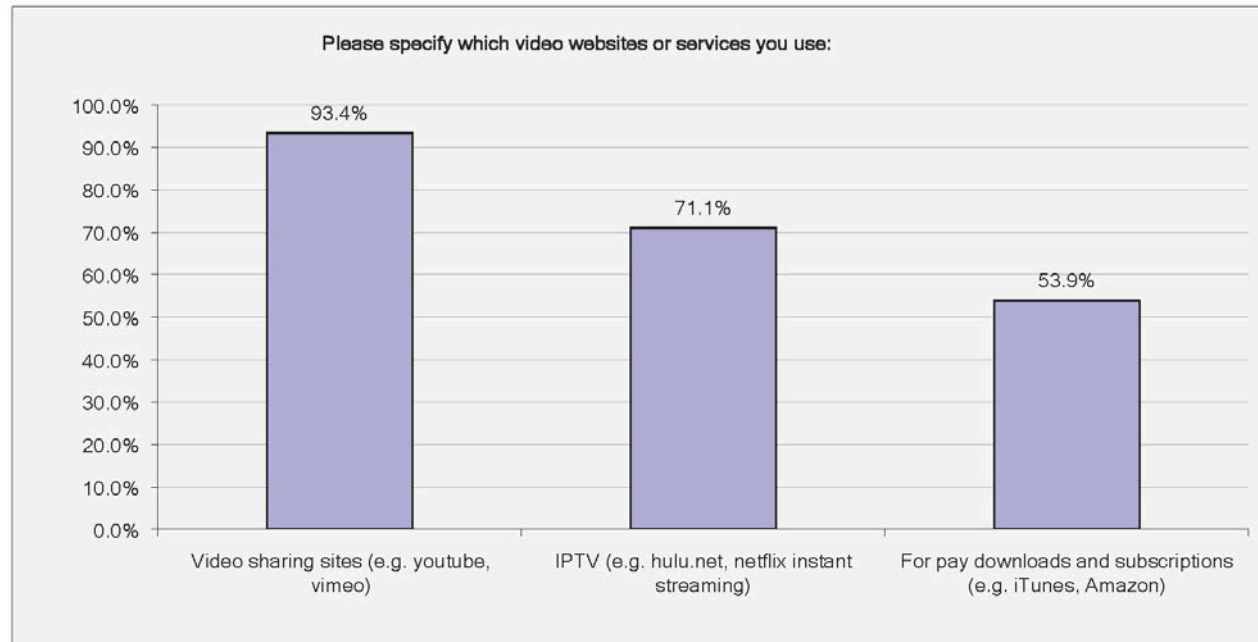
Question 15

Video Services User Survey

If you had to give up either your Internet access or your television services which one would it be?

Answer Options	Response Percent	Response Count
Would give up Internet access	22.3%	41
Would give up TV services	77.7%	143
answered question		184
skipped question		16

If you had to give up either your Internet access or your television services which one would it be?

- Would give up Internet access; 22%
- Would give up TV services; 78%

Question 15

2015 STRATEGIC PLAN
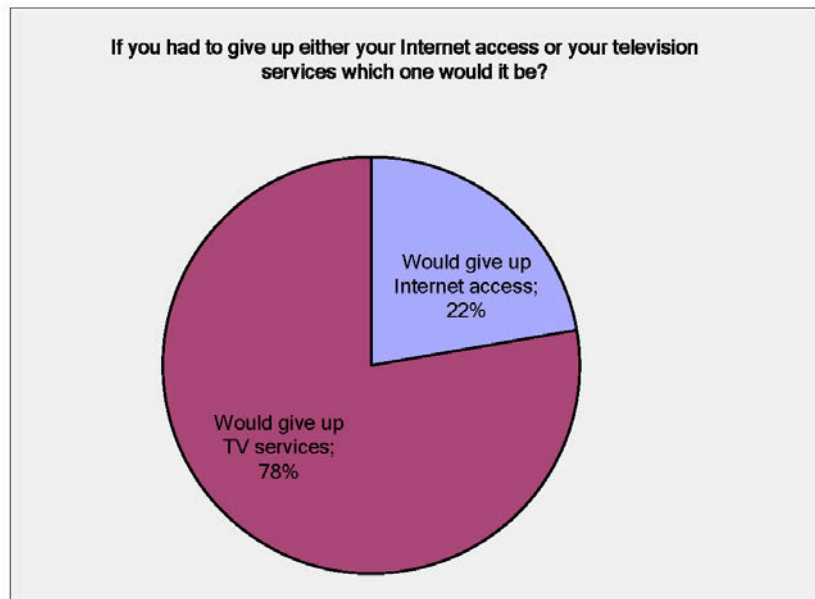
Question 16

Video Services User Survey

What sources do you use for Bloomington News?

Answer Options	Response Percent	Response Count
Word of mouth	52.4%	99
Print newspaper	64.0%	121
Online sources (e.g. blogs, news sites, streaming media)	64.0%	121
Radio	51.3%	97
TV	30.7%	58
Other (please specify)	7.9%	15
	answered question	189
	skipped question	11

Number	Response Date	Other (please specify)
1	Mar 12, 2010 2:41 PM	The open comments in the HT often give news (slanted as it is) that doesn't quite make the HT publication. It requires mental sifting.
2	Mar 12, 2010 3:10 PM	word of mouth sort of = email, which is where a percentage of my local news originates
3	Mar 12, 2010 3:11 PM	Twitter
4	Mar 12, 2010 7:53 PM	CATS on web
5	Mar 12, 2010 8:40 PM	mobtalk
6	Mar 15, 2010 4:14 PM	Herald Times Online
7	Mar 18, 2010 6:37 AM	mobtalk message board, htonline
8	Mar 21, 2010 11:43 AM	None really
9	Mar 21, 2010 5:25 PM	Monroe County Public Library
10	Mar 31, 2010 4:42 PM	work
11	Mar 31, 2010 9:56 PM	Facebook
12	Apr 1, 2010 2:24 PM	attending public meetings
13	Apr 1, 2010 9:44 PM	HT On-line
14	Apr 2, 2010 2:45 AM	Facebook
15	Apr 4, 2010 12:14 AM	C.A.T.S (Community Access Television Services)

Question 16

2015
STRATEGIC PLAN

What sources do you use for Bloomington News?

2015
STRATEGIC PLAN
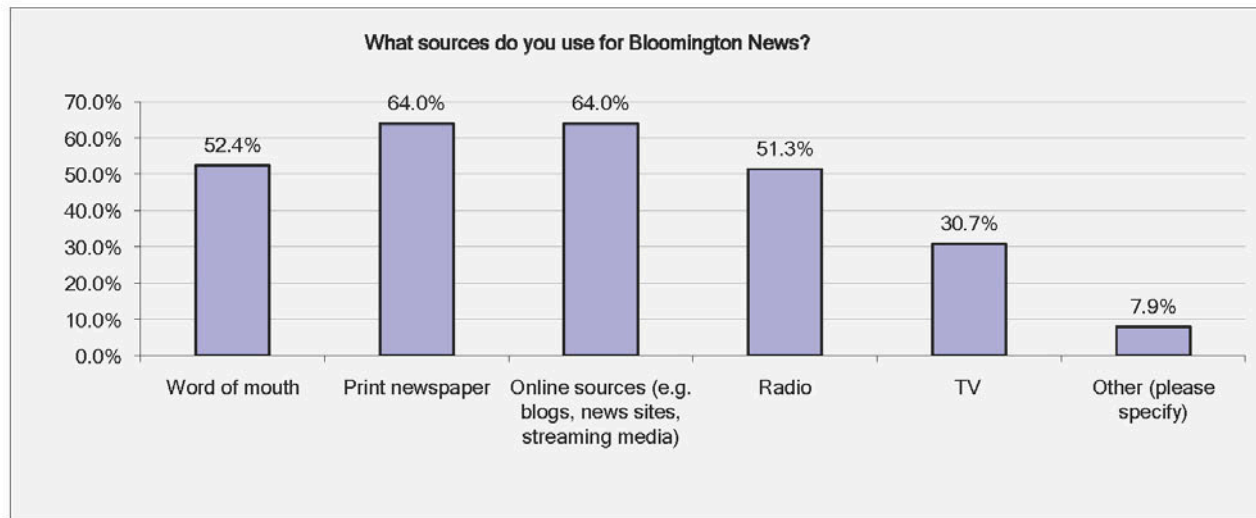
Question 17

Video Services User Survey

How often do you watch PEGs at home (CATS/TIU World)?

Answer Options	Once or more per week	Once or twice a month	A few times per year	Never	Response Count
City government meeting (Ch12)	19	26	49	84	178
County government meeting (Ch14)	12	22	41	103	178
Library, educational, cultural programs (Ch3)	15	24	54	85	178
Other public access programs (Ch7)	15	18	46	99	178
SCOLA international programs (Ch96)	2	4	26	146	178
TIU World, PBS and local content (Ch17)	35	34	42	67	178
				answered question	178
				skipped question	22

Question 17

2015 STRATEGIC PLAN

Question 17

How often do you watch PEGs at home (CATS/TIU World)?

Question 17

2015
STRATEGIC PLAN
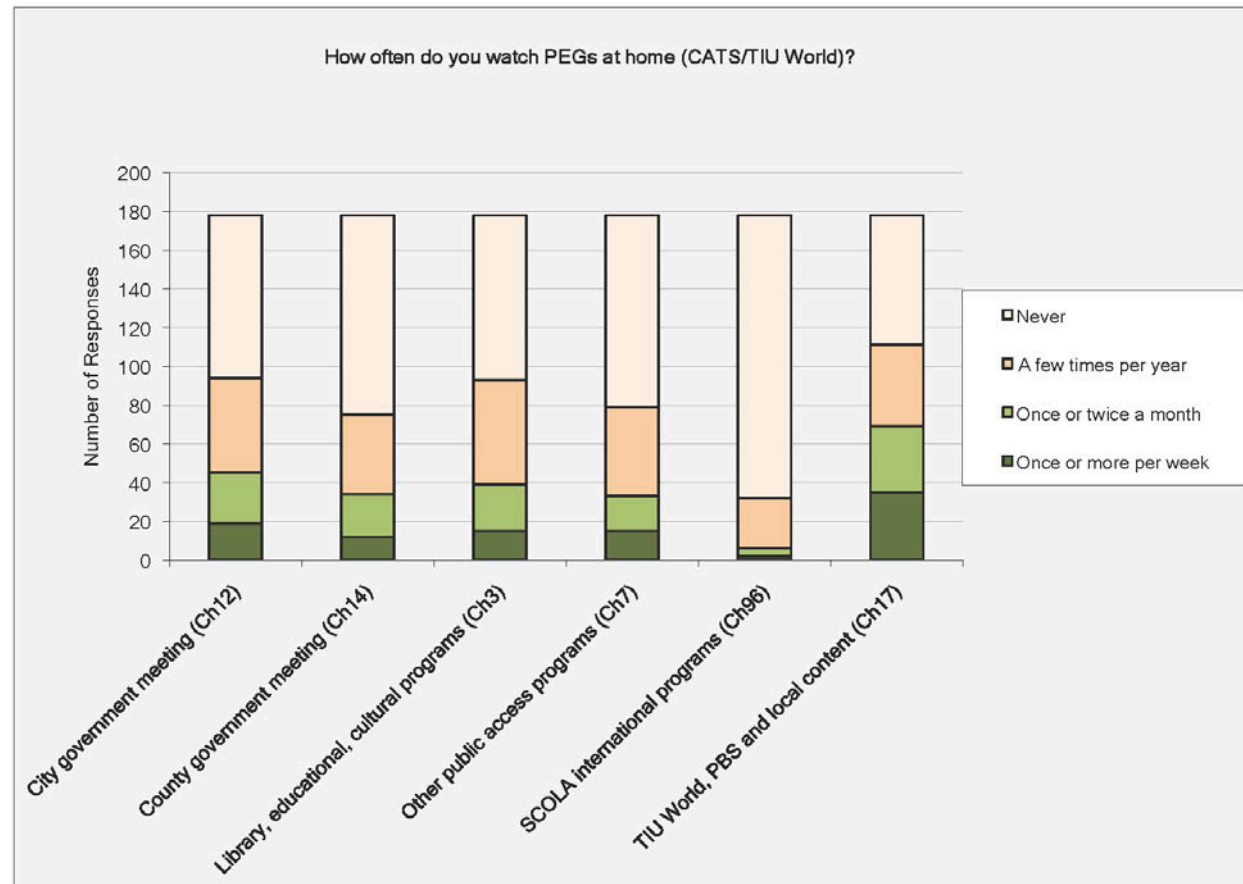
Question 18

Video Services User Survey

When you watch PEG (CATS/WTIU) programs do you usually plan to watch (select one)

Answer Options	Response Percent	Response Count
The entire program?	24.1%	34
A few minutes while "channel surfing"?	25.5%	36
interest to you?	43.3%	61
Other (please specify)	7.1%	10
answered question		141
skipped question		59

Number	Response Date	Other (please specify)
1	Mar 12, 2010 3:10 PM	none
2	Mar 12, 2010 3:15 PM	No Cable
3	Mar 20, 2010 1:43 PM	All of the above
4	Mar 21, 2010 4:06 PM	don't watch
5	Mar 23, 2010 4:44 PM	only use free tv channels
6	Mar 31, 2010 5:45 PM	I watch different programs that are fun to watch
7	Apr 1, 2010 2:25 PM	don't watch - don't have access on tv
8	Apr 1, 2010 4:15 PM	NO CABLE like I said many questions ago!
9	Apr 1, 2010 5:07 PM	No access to TV or Internest at home.
10	Apr 1, 2010 6:02 PM	none

Question 18

2015
STRATEGIC PLAN

Question 18

When you watch PEG (CATS/WTIU) programs do you usually plan to watch (select one)

Other (please specify); 7%

The entire program; 24%

The part of the program dealing with an issue or topic of interest to you; 43%

A few minutes while "channel surfing"; 26%

Question 18

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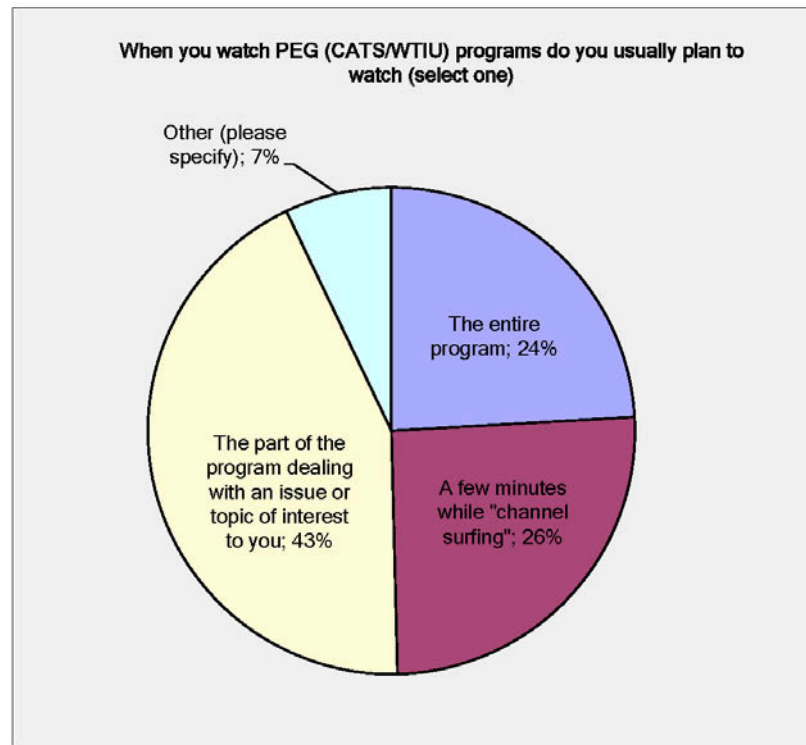
Question 19

Video Services User Survey

How often do you use the following services to watch PEGs at home (CATS/TIU World)?

Answer Options	Once or more per week	Once or twice a month	A few times per year	Never	Response Count
Comcast cable	32	29	23	91	175
Internet streaming (stream.catsv.net/cats/)	6	14	38	116	174
Online meeting archive (meetingarchive.catstv.net)	3	11	39	125	178
(e.g. AT&T U-verse, Smithville S+TV)	7	5	11	154	177
Other (please specify below)	2	0	1	117	120
If you selected "other" above, please tell us which other service you use to watch PEGs					4
				answered question	178
				skipped question	22

Number	Response Date	If you selected "other" above, please tell us which other service you use to watch PEGs
1	Mar 12, 2010 2:43 PM	over-the-air broadcast by aerial
2	Mar 22, 2010 3:04 PM	digital converter
3	Mar 31, 2010 1:07 AM	I did not know I could watch it online, I might start.
4	Apr 2, 2010 3:22 PM	Directv

Question 19

2015
STRATEGIC PLAN
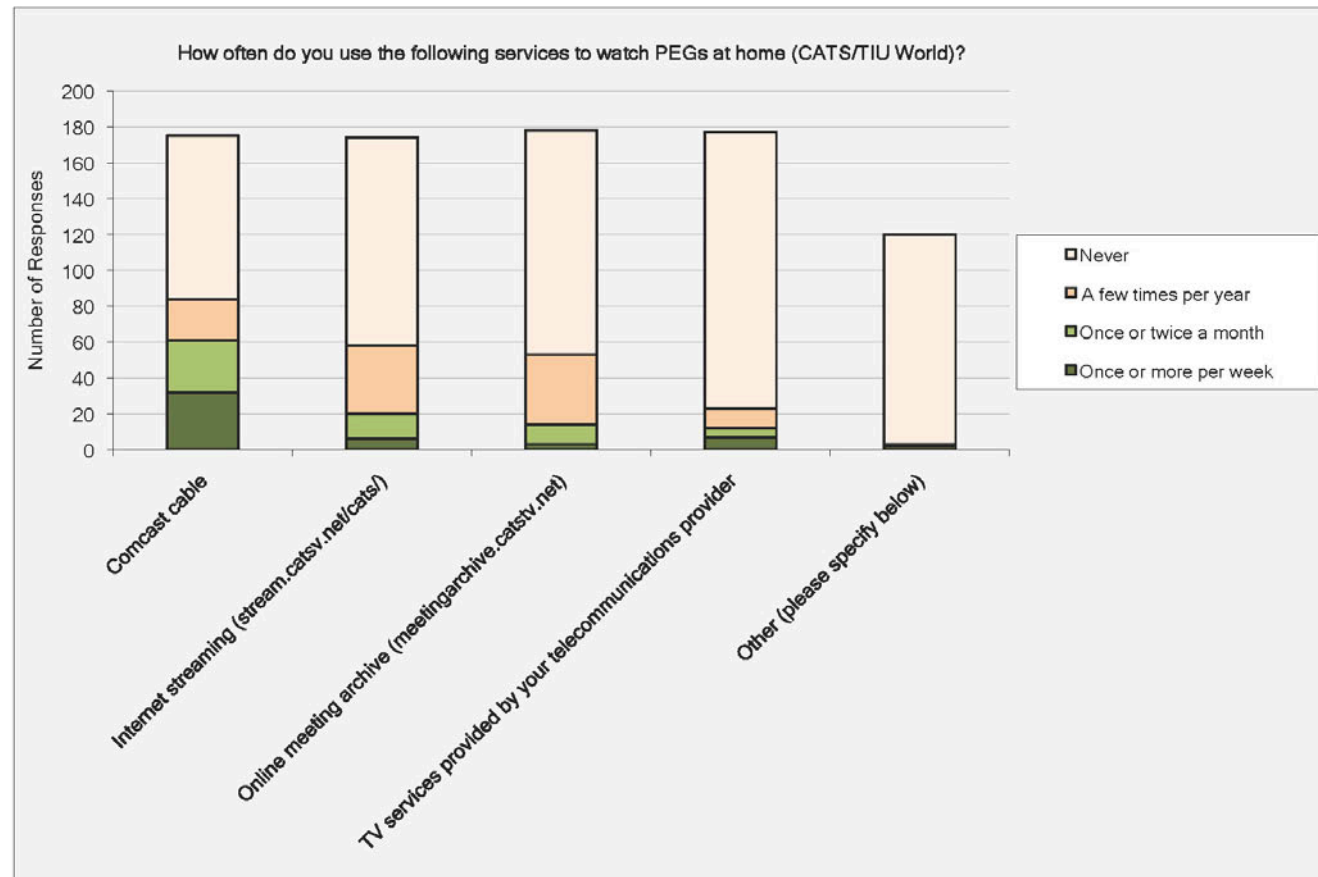
Question 19

Question 19

Question 20

Video Services User Survey

How would you prefer to receive program listing information for PEGs (CATS TV/TIU World) programs?

Answer Options	Least Prefer		Indifferent		Most Prefer	Rating Average	Response Count
Online (e.g. TVguide.com)	9	5	47	38	59	3.84	158
Newspaper (e.g. Herald Times)	28	4	65	33	30	3.21	160
On-air promotion	19	12	74	30	12	3.03	147
Electronic program guide on cable box	29	8	51	28	40	3.27	156
Station website	14	12	46	44	39	3.53	155
Receive schedules via email	41	18	50	29	17	2.76	155
						answered question	173
						skipped question	27

How would you prefer to receive program listing information for PEGs (CATS TV/TIU World) programs?

Option	From Least to Most Preferred
Receive schedules via email	2.76
Station website	3.53
Electronic program guide on cable box	3.27
On-air promotion	3.03
Newspaper (e.g. Herald Times)	3.21
Online (e.g. TVguide.com)	3.84

Question 20

2015
STRATEGIC PLAN
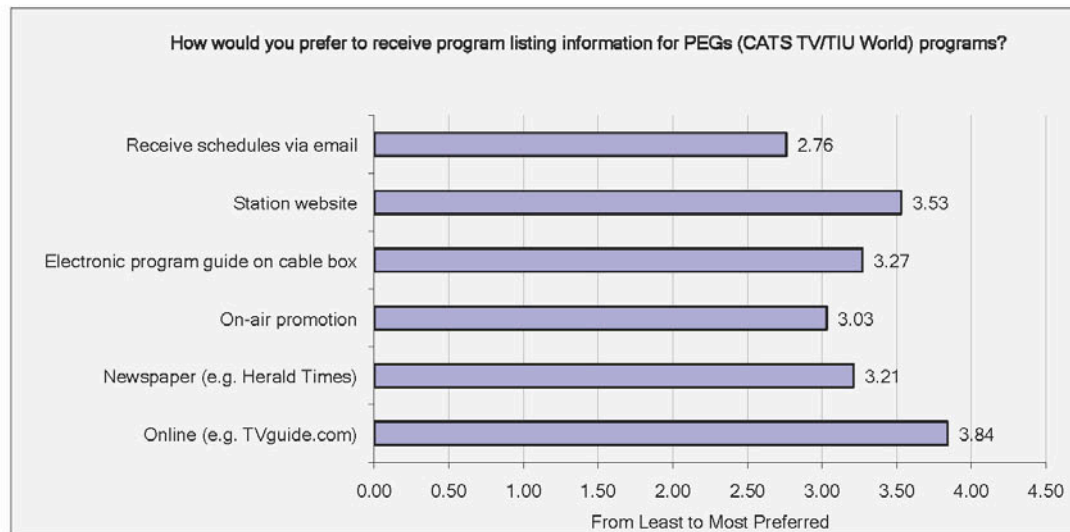
Question 21

Video Services User Survey

Do you record PEG programs?

Answer Options	Response Percent	Response Count
Do not record PEG programs	86.5%	148
Yes, using a VCR	2.9%	5
cable box)	7.0%	12
Yes, using TiVo	0.0%	0
Yes, using other (please specify):	4.1%	7
answered question		171
skipped question		29

Number	Response Date	Yes, using other (please specify):
1	Mar 13, 2010 12:23 AM	DVR built into DishNetwork service
2	Mar 15, 2010 2:33 PM	At&t U-verse DVR
3	Mar 20, 2010 1:43 PM	Get copies from library
4	Mar 22, 2010 2:12 AM	DVCR/DVD
5	Apr 1, 2010 2:17 PM	DVR
6	Apr 1, 2010 2:27 PM	DV tapes
7	Apr 1, 2010 3:46 PM	dvr NOT built into cable box

Question 21

2015
STRATEGIC PLAN

Question 21

Do you record PEG programs?

2015 STRATEGIC PLAN
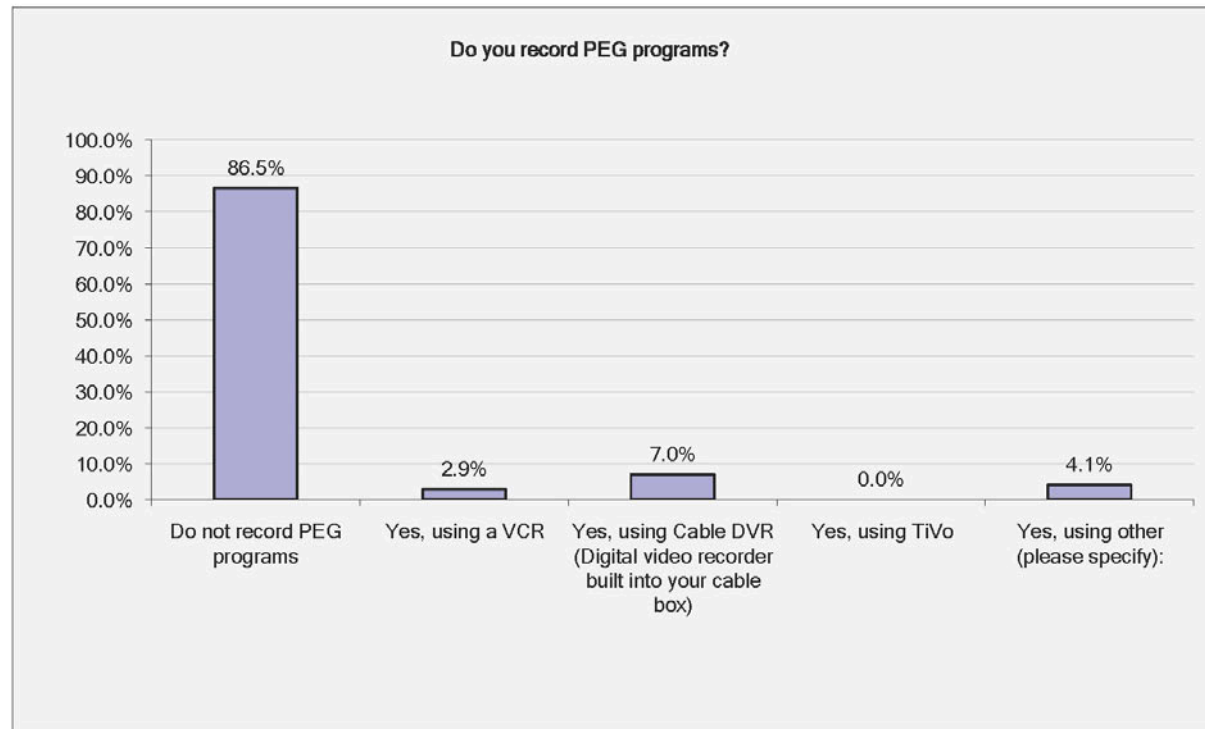
Question 22

Video Services User Survey

If you use a DVR or TiVo, what percentage of time do you watch programs pre-recorded as opposed to watching live television?

Answer Options	Response Percent	Response Count
Almost never use my DVR/TiVo to record programs	41.0%	43
25% or less of my viewing time is spent on DVR recordings	19.0%	20
50% or less of my viewing time is spent on DVR recordings	13.3%	14
75% or less of my viewing time is spent on DVR recordings	6.7%	7
recordings	20.0%	21
answered question		*105*
skipped question		*95*

Question 22

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Question 22

If you use a DVR or TiVo, what percentage of time do you watch programs pre-recorded as opposed to watching live television?

- More than 75% of my viewing time is spent on DVR recordings; 20%
- 75% or less of my viewing time is spent on DVR recordings; 7%
- 50% or less of my viewing time is spent on DVR recordings; 13%
- 25% or less of my viewing time is spent on DVR recordings; 19%
- Almost never use my DVR/TiVo to record programs; 41%

Question 22

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STRATEGIC PLAN

Question 23

Video Services User Survey

How often do you watch the following City government meetings?

Answer Options	Once or more per week	Once or twice a month	A few times per year	Never	Response Count
City Plan Commission	4	15	53	101	173
Bloomington City Council	8	29	55	82	174
Bloomington Utilities Board	2	8	25	136	171
Bloomington Board of Public Works	2	10	32	128	172
Telecommunications Council	4	7	28	132	171
Other	0	2	5	79	86
If you selected "other" above, please tell us which other government meetings you watch:					8
				answered question	174
				skipped question	26

Number	Response Date	If you selected "other" above, please tell us which other government meetings you watch:
1	Mar 12, 2010 4:08 PM	MLK celebration, Women's History Month Lunch
2	Mar 12, 2010 6:05 PM	varies
3	Mar 19, 2010 4:31 PM	N/A
4	Mar 20, 2010 5:23 PM	Never knew most were even on tv-had no idea!
5	Mar 22, 2010 4:35 PM	board of zonig appeals
6	Mar 23, 2010 9:36 PM	planning board and zoning appeals
7	Apr 1, 2010 4:35 PM	Library Board meetings
8	Apr 4, 2010 12:18 AM	all other meetings covered by C.A.T.S

2015
STRATEGIC PLAN

Question 23
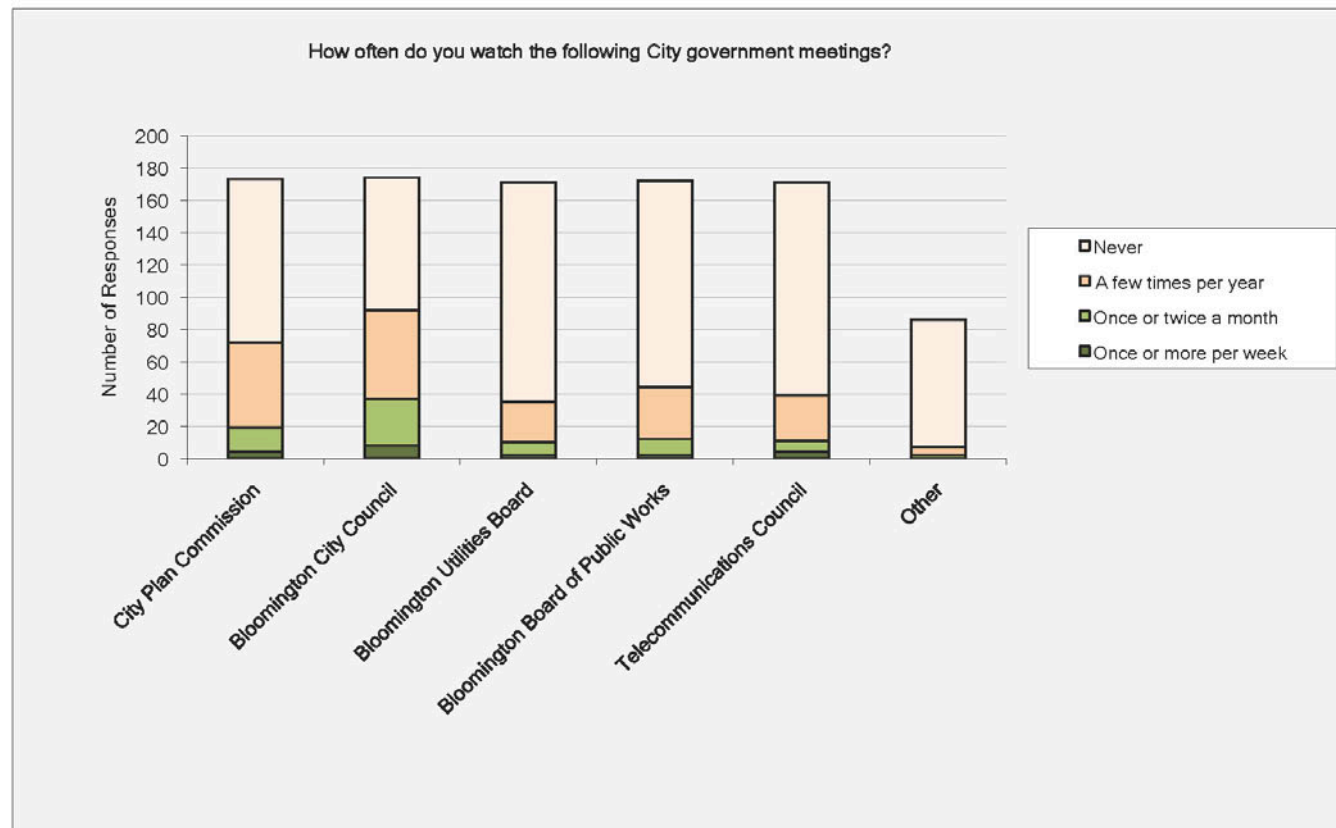
Question 23

Question 24

Video Services User Survey

How often do you watch the following County government meetings?

Answer Options	Once or more per week	Once or twice a month	A few times per year	Never	Response Count
Monroe County Council	4	17	49	103	173
Monroe Country Public Library Board of Trustees	1	22	45	105	173
Monroe County Commissioners	3	15	43	108	169
MCCSC School Board	3	6	44	118	171
Monroe County Plan Commission	3	11	35	122	171
Ellettsville Town Council	1	2	17	150	170
Monroe County Solid Waste Management District Board	1	4	11	154	170
Committee (CIC)	1	4	14	152	171
Other	1	0	5	84	90
If you selected "other" above, please tell us which other government meetings you watch:					6
				answered question	173
				skipped question	27

Number	Response Date	If you selected "other" above, please tell us which other government meetings you watch:
1	Mar 12, 2010 6:05 PM	varies
2	Mar 12, 2010 7:05 PM	RBBCSC Board Meetings
3	Mar 19, 2010 4:31 PM	N/A
4	Mar 20, 2010 5:23 PM	I dont think the public even knows these are on tv! Blgtn should do better to let the public know that.
5	Apr 1, 2010 5:00 PM	Library Board meetings
6	Apr 4, 2010 12:18 AM	all other meetings covered by C.A.T.S

Question 24

2015 STRATEGIC PLAN
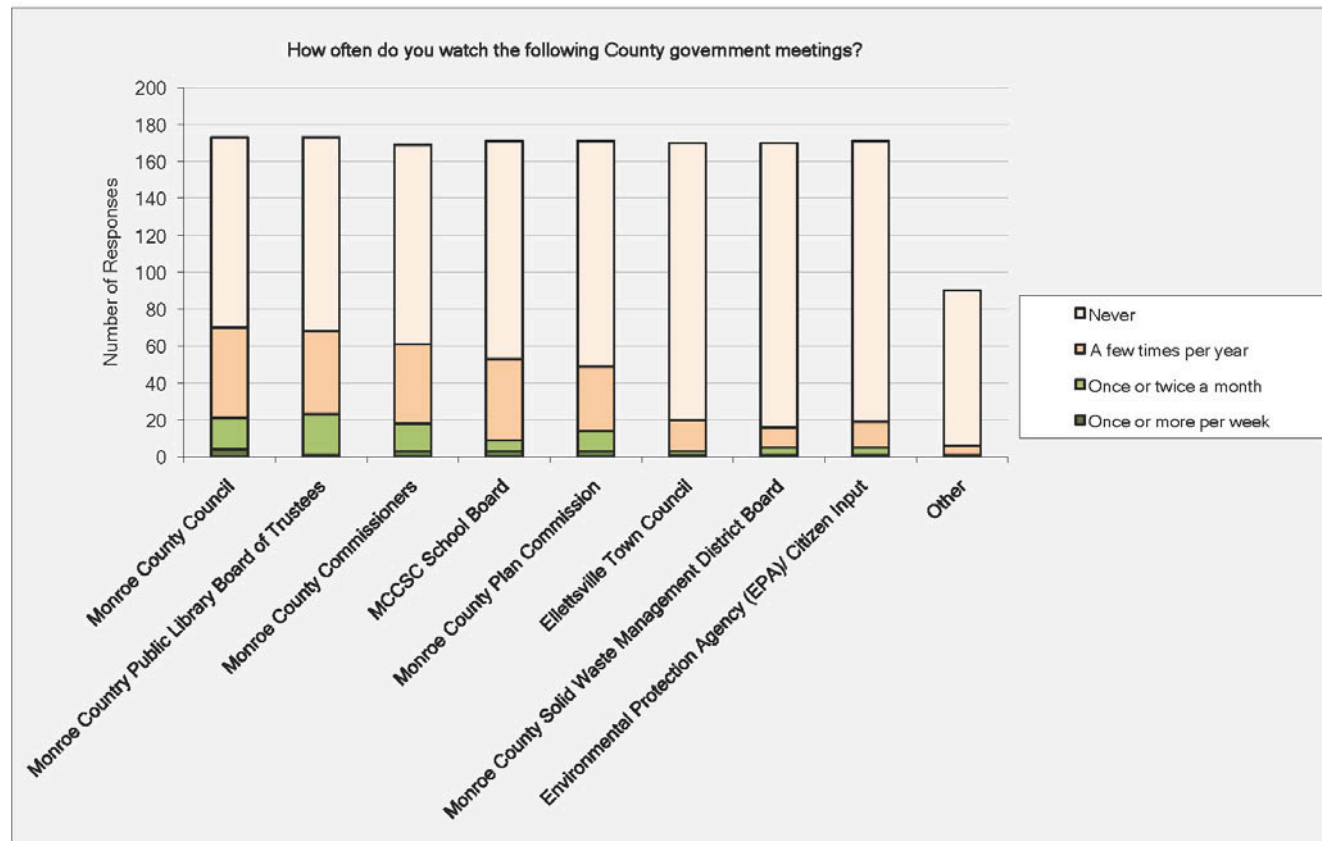
Question 25

Video Services User Survey

Do you use any of these online options to access local government content?					
Answer Options	Once or more per week	Once or twice a month	A few times per year	Never	Response Count
(meetingarchive.catstv.net)	4	9	42	116	171
(www.youtube.com/user/cityofbloomington)	1	2	26	141	170
(bloomington.in.gov)	3	10	41	113	167
What video content on these sites would you like to see more of? Or is there other content you would like to see on these sites that is currently not featured?					12
				answered question	173
				skipped question	27

Number	Response Date	What video content on these sites would you like to see more of? Or is there other content you would like to see on these sites that is currently not featured?
1	Mar 12, 2010 3:12 PM	no
2	Mar 12, 2010 3:14 PM	well-edited interviews, particularly with people not currently "online" (I'd find value in new information)
3	Mar 12, 2010 6:05 PM	don't know
4	Mar 20, 2010 12:43 PM	I didn't know I could watch all this online. What about a facebook group to let folks know when meetings and such are available?
5	Mar 21, 2010 5:43 PM	It would be great to have Comcast load the programming schedules for all the television channels, instead of just displaying "Local programming content" all the time.
6	Mar 29, 2010 1:09 PM	don't watch it
7	Mar 31, 2010 1:08 AM	I did not know we had a youtube channel! I might start checking that out.
8	Mar 31, 2010 1:53 PM	Increase the number of Boards and Commissions meetings that are recorded and broadcast; answer expanded upon below.
9	Apr 1, 2010 9:48 PM	make it like a pod-cast that would auto-download.
10	Apr 2, 2010 1:25 PM	More about the Human Society
11	Apr 2, 2010 2:13 PM	Not sure but didn't know a Bloomington youtube channel exists
12	Apr 4, 2010 12:18 AM	Ch. 3 and Ch. 7 archives.

Question 25

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Question 25

2015
STRATEGIC PLAN
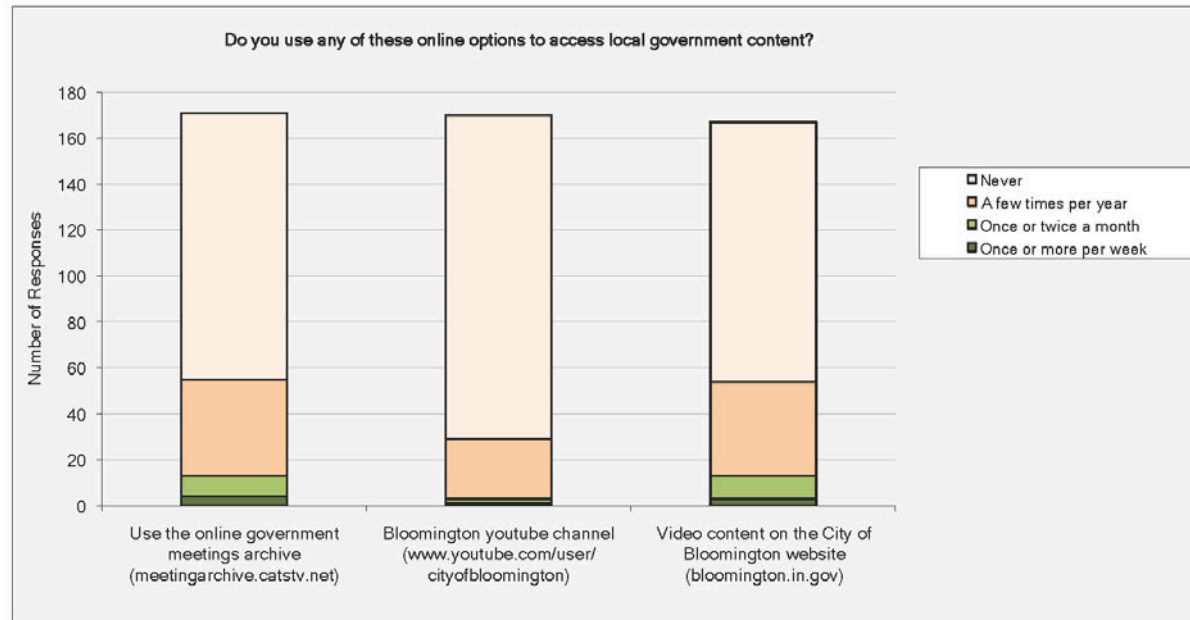
Question 26

Video Services User Survey

What could the City of Bloomington do to take better advantage of Internet video?	
Answer Options	**Response Count**
	50
answered question	50
skipped question	150

Number	Response Date	Response Text
1	Mar 12, 2010 2:45 PM	I did not know about catstv.net, the Bloomington youtube channel, nor that the City of Bloomington's website hosted video. Now that I know, I might use these resources.
2	Mar 12, 2010 2:49 PM	Internet video? Bloomington does that? Get the word out better. This is the first I have heard of the sites listed in #3.
3	Mar 12, 2010 3:12 PM	Sometimes I watch the 11pm news but its all about Indy. I didn't even know there was a local news program for Bloomington.
4	Mar 12, 2010 3:15 PM	Better advertising -- I did not know about the Bloomington youtube channel.
5	Mar 12, 2010 3:18 PM	Twitter feed publishing links to new videos as they are posted. RSS news feeds with videos posted in feeds.
6	Mar 12, 2010 3:25 PM	More promotion. I didn't know the city even had a youtube page or streaming video on its website. Can't really evaluate it until I've seen it.
7	Mar 12, 2010 6:01 PM	Does CATS stream their other channels? I would like to watch those online too.
8	Mar 12, 2010 6:05 PM	better interface
9	Mar 12, 2010 7:57 PM	more archived content, faster uploading
10	Mar 12, 2010 8:49 PM	don't know...i have dial up
11	Mar 12, 2010 9:02 PM	promote more on the Herald times' website
12	Mar 13, 2010 12:25 AM	Multiple topical video podcast series offered through iTunes. Weekly 5-10 minute shows on arts, public works, policy, parks, etc.
13	Mar 17, 2010 4:27 PM	Um, advertise! I didn't know about a lot of things mentioned in this survey. I would have been using more of the online application if I had only known about them!

Question 26

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Question 26

14	Mar 17, 2010 5:10 PM	Provide content that is of interest, allow for indexing so that viewers can find parts of content they want to watch. Higher quality.
15	Mar 18, 2010 2:58 AM	advertise the Bloomington youtube channel more, along with the meeting archive website.
16	Mar 20, 2010 1:47 PM	Work with the public library in developing an arts and tourism channel
17	Mar 20, 2010 5:23 PM	Let the public know it exists! We had NO idea that Blgtn has any of the above websites you listed in question #3. We have our own utube site? Who knew?! We've watched a very few town meetings on the tv and when we have its always clear that our gov. panel really doesnt care much to hear what we have to say...it's the same ole' thing...a person in gov calls for the next public person to come to the mic...they get just a few minutes to speak and then asked to sit down...the panel barely acknowledges the person ever spoke, then moves on...the panel acts half asleep, with a glazed over look, clearly giving us the impression that the panel really would prefer no public involvement. We're not stupid. Anyone can tell by their body language, their tone of voice, that they could care less what we have to say...so why ask our opinion....in 2015 it will still be the same....boring, with gov officials that put on the show for the tv, but clearly really dont care. If they did, this info of these websites, etc... would be posted all over town, in the paper, on the web, etc... Even the MCPL...they have monthly meetings and it's a joke. They're all too serious, stiff, not friendly to the public when they stand up to speak-the panel gets offensive for no reason....we're ADULTS here people! The last mcpl meeting i watched on tv, some rude guy on the panel was trying to tell we public people that the library database showed they had like 4oo,ooo members.... so he could get done what he wanted, and the publics point was that, that # included all deceased, moved-away, under 18/minors, etc.... and that the "active" mcpl card holders is WAY-WAY less than that figure...he got huffy... how stupid do they think we public are? Even mcpl doesn't want the public to really show at their meetings...if they did, that info would be plastered all over the library...yet there's just a tiny sign that mentions it, and that sure isn't located where all the public can see it! If you all want the public to get involved....prove it....get the word out...show us by your manners, tone of voice, behavior...cause up till now,we the public have NOT seen it!

Question 26

2015
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Question 26

18	Mar 21, 2010 11:48 AM	I don't know - maybe updated on web site content via video daily -
19	Mar 21, 2010 5:31 PM	i didn't know that the city did any internet video, so i think publicity for that is most important
20	Mar 21, 2010 5:43 PM	Making videos available in a downloadable/convertible format (avi/mpeg) would be great, but you might be planning to do that already.
21	Mar 21, 2010 10:08 PM	Advertise. I didn' know some of it existed but I think it's a good idea and way to get news out there.
22	Mar 22, 2010 2:14 AM	Have better widespread hi-speed/fiber optic more available
23	Mar 22, 2010 4:35 PM	Embedded meeting video on meeting or department pages
24	Mar 23, 2010 1:37 PM	Use the COB website to advertise what new videos are available- it already there, make it clearer where to find them. Possibly make a drop-down list of what the video's topics are (based on which commission, meeting date, or topic).
25	Mar 23, 2010 6:30 PM	Have a show called "take a walk in bloomington". Put a camera on a guy's head. Have him walk. Don't let him speak. Just walk. Walk trails at Griffey lake. Walk around downtown. Walk walk walk. That way, you could sit at home and explore Bloomington. Don't let him talk.
26	Mar 24, 2010 5:49 PM	as far as I am aware, you can not watch CATS programming online.
27	Mar 27, 2010 3:03 AM	Add more links to CATS
28	Mar 30, 2010 3:10 PM	use CATS to produce short summaries of what happened at city meetings, county meetings, etc.
29	Mar 31, 2010 1:08 AM	More advertising!

Question 26

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30	Mar 31, 2010 1:53 PM	Same as above: Provide video access to more Boards and Commissions meetings, in addition to those currently recorded. Due to the sheer number of these groups/meetings, I don't believe it is necessary and/or feasible to broadcast more, or many more, "live", but possibly in a pre-recorded manner. It can be difficult to make it to City Hall to attend Boards & Commissions meetings of interest; in addition (for better or for worse...) the public is growing used to having that type of information accessible to them off-site via video access. Also, I am a City staff member and thus am generally aware of what these groups do - more specifically with groups than others - and I believe the public is unaware of a lot of the work of the City that gets done via these Boards & Commissions and that increased access would help in educating the citizenry on the work and the issues being addressed. Increased access to Boards and Commission would also be good for learning purposes -- students sometimes attend one commission meeting for a class project, and they may wish to continue to follow that group and/or other groups to a certain extent after they have been exposed to the work of the commission.
31	Mar 31, 2010 5:46 PM	Help other people who don't have it at all
32	Mar 31, 2010 8:48 PM	better publicize the available options!
33	Mar 31, 2010 10:00 PM	advertising and promotion of current and archived content
34	Apr 1, 2010 2:27 PM	Make people more aware of its existence.
35	Apr 1, 2010 2:28 PM	make sure everyone in town with an internet connection knows about it
36	Apr 1, 2010 2:31 PM	advertise its availability
37	Apr 1, 2010 2:33 PM	The City of Bloomington could make the availability of these online videos more well known by doing some sort of promotion or public service announcements.
38	Apr 1, 2010 3:07 PM	Don't know.
39	Apr 1, 2010 3:17 PM	USE OPEN TV INSTEAD OF CABLE.
40	Apr 1, 2010 3:43 PM	More cowbell!
41	Apr 1, 2010 3:48 PM	no idea
42	Apr 1, 2010 5:01 PM	I wasn't aware of the youtube site - that's a good idea. I'd also like the content to somehow be searchable by content (people's names, topics, etc).
43	Apr 1, 2010 5:59 PM	For one thing let people know about them. There were a couple of options in 3 above I didn't know existed.

Question 26

Question 26

44	Apr 1, 2010 6:04 PM	Publicize more.
45	Apr 1, 2010 8:57 PM	Local advertising campaign through the downtown area (posters, signage, etc), local businesses TVs tuned to stations, etc.
46	Apr 1, 2010 9:48 PM	Make it like a pod-cast that i could automatically download on my ipod and play. i would probably do that.
47	Apr 1, 2010 10:39 PM	Publicize it more in main street areas.
48	Apr 2, 2010 1:35 PM	Go wireless!!!
49	Apr 3, 2010 2:37 PM	Some of the things I answered "never" I would be inerested in but had never heard of. Need better notification, single point of information -- "open government" site? Would be interested in helping with this.
50	Apr 3, 2010 3:46 PM	Increase the profile of these services. Didn't know they existed.

Question 26

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Question 27

Video Services User Survey

How satisfied are you with the content offered through PEGs (CATS/TIU World)?

Answer Options	Very Dissatisfied		Indifferent		Very Satisfied	Rating Average	Response Count
City Government Meetings (Ch12)	4	2	79	42	32	3.60	159
County Government Meeting (Ch14)	4	2	95	30	28	3.48	159
Library, educational, cultural programs (Ch3)	3	4	86	35	27	3.51	155
Other public access programs (Ch7)	3	2	101	26	25	3.43	157
SCOLA International Programs (Ch96)	2	1	124	10	16	3.24	153
TIU World (Ch17)	3	0	93	35	26	3.52	157
					answered question		159
					skipped question		41

How satisfied are you with the content offered through PEGs (CATS/TIU World)?

Question 27

2015
STRATEGIC PLAN
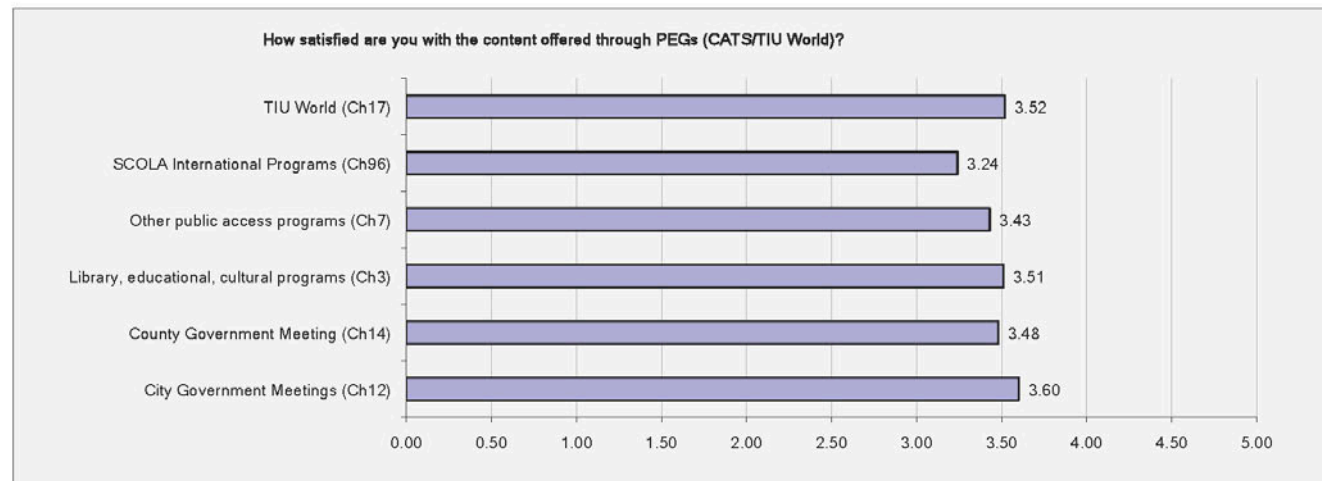
Question 28

Video Services User Survey

How much do you agree with the following statements?

Answer Options	Strongly Disagree		Indifferent		Strongly Agree	Rating Average	Response Count
to me.	4	14	34	50	60	3.91	162
meetings is valuable to me.	6	9	29	53	65	4.00	162
International news on PEG is valuable to me.	11	19	79	35	17	3.17	161
valuable is valuable to me.	3	6	46	58	50	3.90	163
TV is valuable to me.	3	4	23	29	103	4.39	162
						answered question	163
						skipped question	37

How much do you agree with the following statements?

Statement	Rating
The constitutional protection of free speech on public access TV is valuable to me.	4.39
Educational and local cultural programming on PEG is valuable is valuable to me.	3.90
International news on PEG is valuable to me.	3.17
Having a neutral and complete video record of government meetings is valuable to me.	4.00
Being able to view videos of government meetings is valuable to me.	3.91

Question 28

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Question 29

Video Services User Survey

Overall, how important would you rate PEGs (CATS/TIU World) to the future of the Bloomington community?							
Answer Options	Extremely unimportant		Undecided		Extremely important	Rating Average	Response Count
Please indicate how important:	2	7	22	39	45	4.03	115
					answered question		115
					skipped question		85

Overall, how important would you rate PEGs (CATS/TIU World) to the future of the Bloomington community?

Please indicate how important: 4.03

0.00   0.50   1.00   1.50   2.00   2.50   3.00   3.50   4.00   4.50   5.00

Question 29

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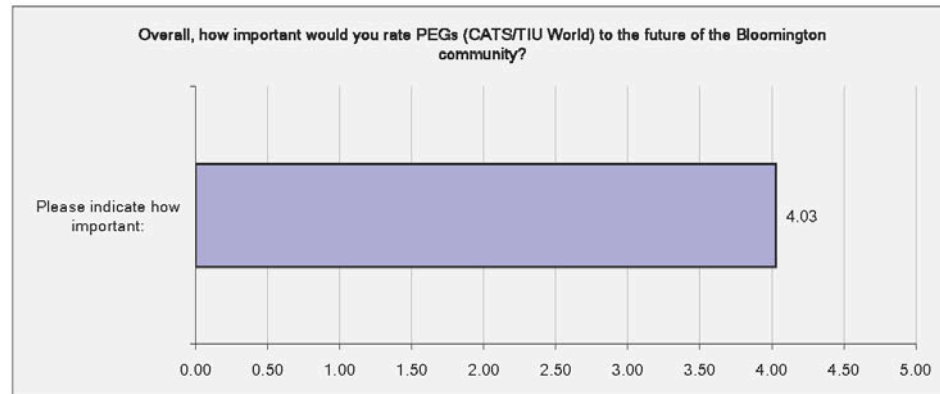
Question 30

Video Services User Survey

How would you prefer to receive PEGs (CATS/TIU World) in the future? For Telecasts:

Answer Options	Least Preferred		Most Preferred	Rating Average	Response Count
Comcast cable	37	44	68	2.21	149
AT&T U-verse/Smithville S+TV	48	53	34	1.90	135
Over the air/aerial - digital broadcast	46	56	35	1.92	137
Mobile delivery to cell phones	69	60	9	1.57	138
The Internet (e.g. live video streaming)	13	45	89	2.52	147
				answered question	160
				skipped question	40

How would you prefer to receive PEGs (CATS/TIU World) in the future? For Telecasts:

Question 30

2015 STRATEGIC PLAN
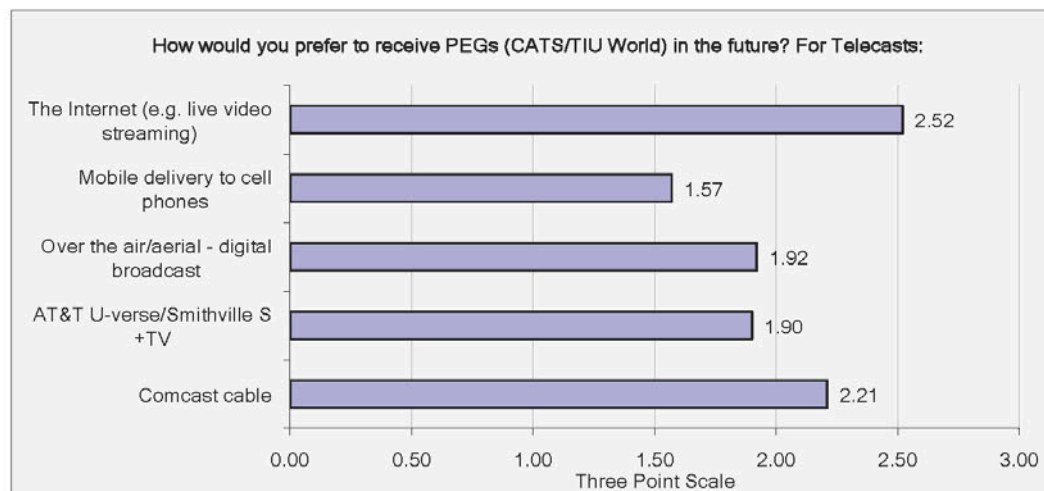
Question 31

Video Services User Survey

How would you prefer to receive PEGs (CATS/TIU World) in the future? For On Demand Content:

Answer Options	Least preferred		Most preferred	Rating Average	Response Count
(digital video recorder built into your cable box)	35	69	35	2.00	139
(e.g. Comcast, AT&T U-verse, Smithville S+TV, etc)	23	68	52	2.20	143
the public (from 1970s to now) and government meetings	12	50	85	2.50	147
Downloads/Video podcast	28	53	62	2.24	143
				answered question	151
				skipped question	49

How would you prefer to receive PEGs (CATS/TIU World) in the future? For On Demand Content:

- Downloads/Video podcast — 2.24
- Internet access to archive of video productions by CATS and the public (from 1970s to now) and government meetings — 2.50
- Video on Demand delivered by telecommunications provider (e.g. Comcast, AT&T U-verse, Smithville S+TV, etc) — 2.20
- Be able to record any PEG program with my cable DVR (digital video recorder built into your cable box) — 2.00

Three Point Scale

Question 31

2015 STRATEGIC PLAN

Question 32

Video Services User Survey

What kinds of programming would you suggest adding to the PEG channel lineup?

Answer Options	Response Count
	28
answered question	28
skipped question	172

Number	Response Date	Response Text
1	Mar 12, 2010 2:27 PM	More local arts programming - concerts, interviews
2	Mar 12, 2010 2:51 PM	I want to see more community-produced content. Not just government meetings, but take the spectrum of possible media entertainment and encourage the community to produce it. I want not just imitative productions, but wholly new home-grown ideas. PEG should reflect the community that consumes it. The idea is that it should be a more-perfect mirror. WFHB is a good example of what PEG could become (in television, rather than radio).
3	Mar 12, 2010 2:52 PM	Is there any way to get the French Newscast on TIU World subtitled again?
4	Mar 12, 2010 3:14 PM	Discuss upcoming local events
5	Mar 12, 2010 3:18 PM	Well-edited overviews of lengthy meetings (with an option to view and SEARCH unedited video, too) would be valuable. I would prefer shorter clips that are topic-focused rather than a longer overview of everything.
6	Mar 12, 2010 3:18 PM	more coverage of local non-for-profit events.
7	Mar 12, 2010 6:04 PM	more community coverage of events, fairs, "quirks" of bloomington that is implemented by CATS staff. So as not to rely soley on entries from public.
8	Mar 12, 2010 6:05 PM	don't know.
9	Mar 12, 2010 7:22 PM	More professional local TV service from local TV stations, not the county library.

Question 32

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Question 32

10	Mar 12, 2010 9:02 PM	love the international news..maybe more
		animal behavior including domesticated animals ie. on dog breeds; cat breeds;
		cultural including music and dance
11	Mar 12, 2010 9:04 PM	Different events around Bloomington.
12	Mar 13, 2010 12:28 AM	5-minute 'summary highlight reel' of public meetings in the form of a podcast.
13	Mar 13, 2010 11:42 AM	local people that make a difference
14	Mar 18, 2010 6:43 AM	Community events, or maybe a locally produced local news show
15	Mar 20, 2010 1:51 PM	Programming that gives general information about the channels and what's on the channels, Local news, local arts, local tourism
16	Mar 20, 2010 5:52 PM	Religious ones!! :-) For starters.....It would be FABULOUS to see our local churches take turns to have their Sunday services taped and aired! Do you have any idea how many home-bound folks there are in Blgtn? It's a LOT. And do you realize how many wont attend church because they dont think they can? There's more than you realize! So much is offered on PEG except God... so having aired church services would be awesome! Everyone should have the choice to see that. How about televising the mcpl's programs they hold in their auditorium? Many families/kids can't get out, or have transportation, etc... to see and experience such great things. It would be nice if more library events/shows were shown on tv....CATS is right there and can live-feed it or record it to show a few days later or something like that. Its amazing to me of how many parents I know that they had no idea our library even has a website, and that they can put things on hold online, see the calendar of events online, etc... We live in a tech world,but not all of us are tech-adept to know how to even use what is available to us. How about a program that shows our town and all it offeres; the music scene, the shops, restaurants, our schools, activities outside and in, the playhouses, theaters, parks, hotels, local services, etc.... There are thousands of people that travel to Blgtn every month/year for sports, college activities, etc... that may not even know what we have to offer. So lets show them! :-) Bet tourism & relocations, and college enrollment would increase!
17	Mar 21, 2010 11:50 AM	Live events - like Lotus downtown - seeing the actual parade and crowds

Question 32

Question 32

18	Mar 21, 2010 5:46 PM	More local arts programming would be great (especially out-of-town live music, if the artist(s) give consent).
19	Mar 23, 2010 6:32 PM	The Walk around Bloomington Program, in which I just bought and sold you on. It's a great idea. I would watch that joker hike Griffey Lake all day, as long as he can't talk.
20	Mar 24, 2010 5:51 PM	I really enjoyed (when I had cable) being able to watch cultural event broadcasts (rebroadcasts) on CATS - live concerts and Bloomington community member generated content.
21	Mar 27, 2010 3:08 AM	Live MCCSC Board meetings
22	Mar 31, 2010 2:07 PM	One thought would be - and I haven't yet checked out the programming associated with the new website campaign for enticing business relocations to Bloomington (the title of which escapes me at the moment), is programming similar to the segment of the City Council in which departments report to the council on their activities, events, accomplishments, etc. during Mayor Kruzan's time. This could be expanded in the future to programming that does not just provide an overview of what is presented but more details, pictures and video from an event, interviews with participants of a seminar or workshop, etc.
23	Mar 31, 2010 5:47 PM	I don't think any one should waych anything that is not good
24	Apr 1, 2010 2:18 PM	How to projects
25	Apr 1, 2010 2:34 PM	Help people produce videos to promote grassroots efforts such as rallying to save schools or raise awareness of particular issues.

more local arts events. maybe partner with wfhb to do a local music talk show? |
26	Apr 1, 2010 2:36 PM	More variety on the public channel.
27	Apr 1, 2010 3:48 PM	Cage matches where Steve Volan takes on a different Glenn Beck fanatic each week. Except Steve would have a chain saw, and the Glenn Beck fanatics would be tied to a chair. For audio, add Jim Nabors singing "Nearly My Lord to Thee".
28	Apr 3, 2010 3:49 PM	Something that is a hybrid of local news programming and news analysis - don't recreate a cable show but something that focuses solely on local Bloomington news and information.

Question 32

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Question 33

Video Services User Survey

Each CATS channel has a distinct identity.

Answer Options	Strongly disagree		Indifferent		Strongly agree	Rating Average	Response Count
How much do you agree or disagree with this statement?	5	11	63	48	25	3.51	152
					answered question		152
					skipped question		48

Each CATS channel has a distinct identity.

How much do you agree or disagree with this statement? 3.51
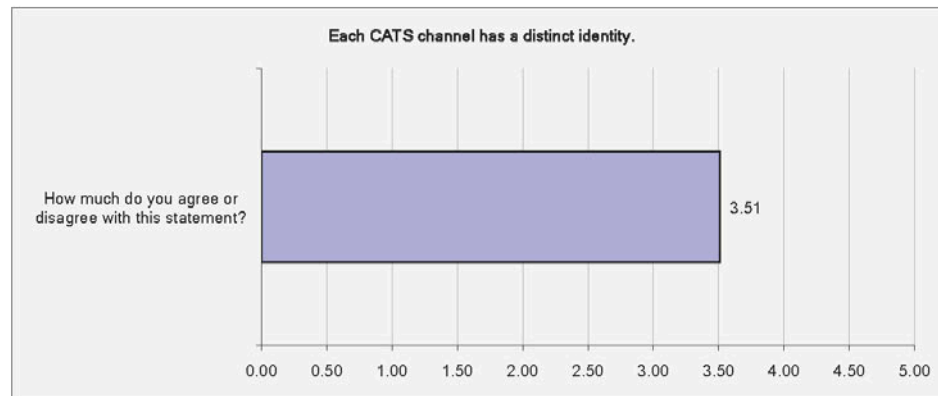
Question 33

Question 34

Video Services User Survey

Would you watch more CATS programming if it were all available on the internet?

Answer Options	Response Percent	Response Count
Yes	51.3%	80
No	21.8%	34
Don't know	26.9%	42
answered question		156
skipped question		44

Would you watch more CATS programming if it were all available on the internet?

Don't know; 27%
Yes; 51%
No; 22%

Question 34

2015 STRATEGIC PLAN
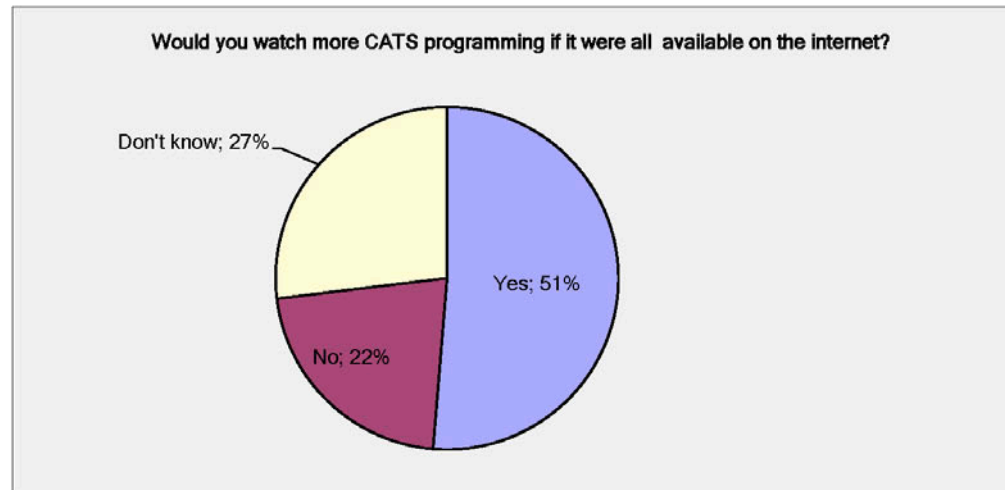
Question 35

Video Services User Survey

Would you watch more CATS programming if it were offered in HD (high definition)?		
Answer Options	**Response Percent**	**Response Count**
Yes	15.0%	23
No	51.0%	78
Don't know	34.0%	52
	answered question	153
	skipped question	47

Would you watch more CATS programming if it were offered in HD (high definition)?

Don't know; 34%

Yes; 15%

No; 51%

Question 35

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Question 36

Video Services User Survey

Would you pay an additional monthly cable fee for rental of a digital converter to view the CATS channels?		
Answer Options	Response Percent	Response Count
Yes	3.2%	5
No	81.9%	127
Don't know	14.8%	23
answered question		155
skipped question		45

Would you pay an additional monthly cable fee for rental of a digital converter to view the CATS channels?

Don't know; 15%

Yes; 3%

No; 82%

Question 36

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STRATEGIC PLAN
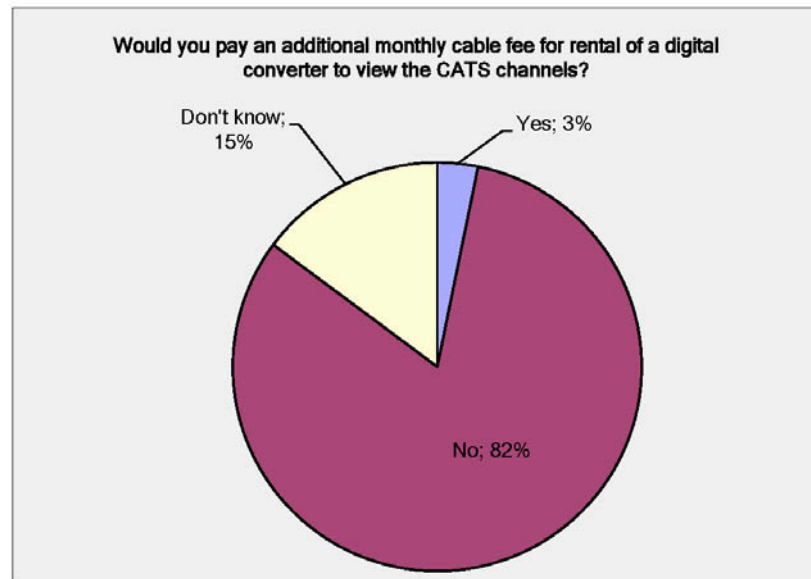
Question 37

Video Services User Survey

Did you know that CATS provides free access to its video production facilities for use by the public and offers equipment specific training as part of this process?		
Answer Options	Response Percent	Response Count
Yes	62.7%	99
No	37.3%	59
	answered question	158
	skipped question	42

Did you know that CATS provides free access to its video production facilities for use by the public and offers equipment specific training as part of this process?

No; 37%

Yes; 63%

Question 37

2015 STRATEGIC PLAN
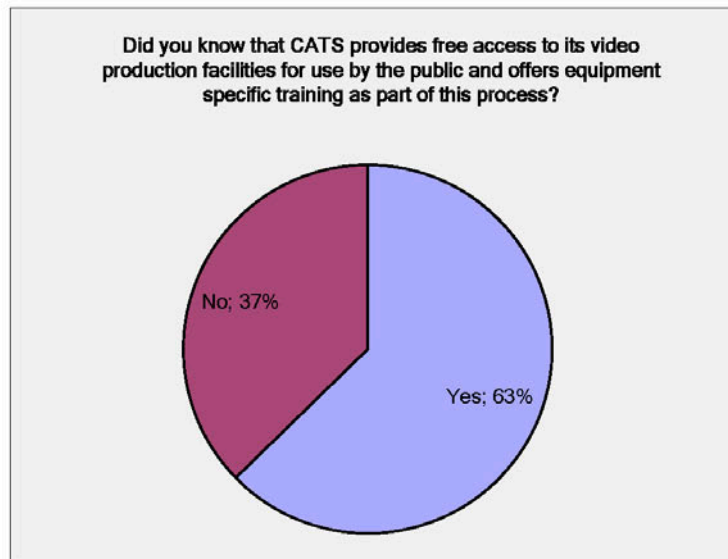
Question 38

Video Services User Survey

Have you ever created a video program for one of the following?

Answer Options	Never	Once	A few times	A few times a year	Once a month or more	Response Count
Home-video for self or friends (not for the web)	75	11	48	13	4	151
Video production for the web (e.g. youtube or other)	113	9	19	4	5	150
Public access programming for telecast on PEG channels	128	4	11	2	5	150
					answered question	152
					skipped question	48

Have you ever created a video program for one of the following?

Question 38

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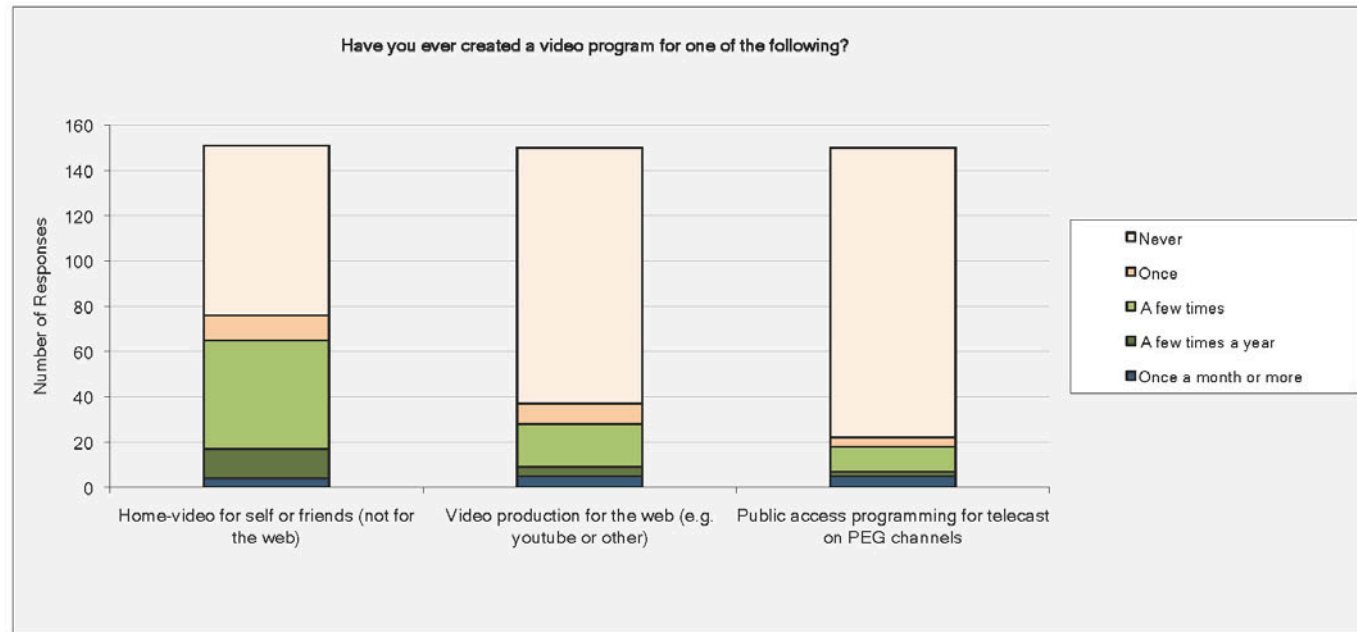
Question 39

Video Services User Survey

How likely are you to produce the following video programs in the future?

Answer Options	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Response Count
Home-video for self or friends (not for the web)	33	41	20	56	150
Video production for the web (e.g. youtube or other)	22	31	28	69	150
Public access programming for telecast on PEG channels	16	21	30	83	150
Tell us why? (optional)					27
				answered question	150
				skipped question	50

Number	Response Date	Tell us why? (optional)
1	Mar 12, 2010 2:54 PM	At the moment, I don't have any production plans. That doesn't change my enthusiasm to encourage others to create such productions.
2	Mar 12, 2010 3:20 PM	I like the idea of local access, with the potential to do creative entertainment shows, but I don't have time in my life for that kind of production.
3	Mar 12, 2010 6:07 PM	if it somehow fit into the work I do for my job...maybe to promote my programs.
4	Mar 12, 2010 8:09 PM	I'm an enthusiast
5	Mar 12, 2010 9:08 PM	am rather private but would enjoy doing a public program on a NFO or something of the like.
6	Mar 13, 2010 11:43 AM	How To care for various reptiles and amphibians
7	Mar 18, 2010 10:23 PM	I work for CATS....I pretty much have to produce programming for telecast on PEG channels.
8	Mar 20, 2010 6:01 PM	Don't know how, don't have the equipment, and dont know what you mean by "public access programming for telecast on PEG channels"....how can the public do that? There's WAY more non-tech folks out there than you may realize.
9	Mar 23, 2010 6:37 PM	No time. No interest. I consume. I don't create.
10	Mar 29, 2010 2:31 AM	I just dont see myself making videos but i think the opportunity is good to have.
11	Mar 30, 2010 3:12 PM	I am *SO* not that interesting.

Question 39

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Question 39

12	Mar 31, 2010 1:14 AM	I have some ideas to share! But first I have to watch!
13	Mar 31, 2010 2:11 PM	At this point in time, as a single mother of an elementary school-aged child with a full-time career, I do not see myself taking on this additional activity. As for later... who knows!
14	Mar 31, 2010 2:24 PM	CATS provides equipment, editing, and staff support and a venue to the community's viewing audience. The process is easy, unfettered, and free. There is no other opportunity for the community to create television or express opionons in this media format. This is a most unique opportunity and CATS has a history of managing its programming and access with a true understanding of cummunity access. It's one of the best in the nation.
15	Mar 31, 2010 4:48 PM	no way to record video
16	Mar 31, 2010 5:49 PM	I think its bad to watch stuff that can make you cry
17	Apr 1, 2010 2:21 PM	Not interested at this time.
18	Apr 1, 2010 2:39 PM	I think that the public PEG channel is a great resource to display creative programs through freedom of speech. It is also just great to see something you created on television and know that others throughout the community could be watching.
19	Apr 1, 2010 3:04 PM	I do some children's programming for the library
20	Apr 1, 2010 5:04 PM	Don't have time/inclination.
21	Apr 1, 2010 5:15 PM	Not very interested at this time, but maybe in the future.
22	Apr 1, 2010 6:03 PM	Lack of time is really the only reason.
23	Apr 1, 2010 8:17 PM	I'm boring and I can't possibly imagine an audience that would be interested in watching me galavant around like some kind of loser spouting non-sequiturs and embarassing myself. I like having the option of doing this, though.
24	Apr 2, 2010 2:59 AM	no interest.
25	Apr 2, 2010 1:09 PM	it is not something that interests me
26	Apr 2, 2010 3:57 PM	I am not familiar with how to do this
27	Apr 3, 2010 3:51 PM	Creating video, with no experience, is an investment of time I don't have. Would love to see more local news programming.

Question 39

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Question 39

How likely are you to produce the following video programs in the future?
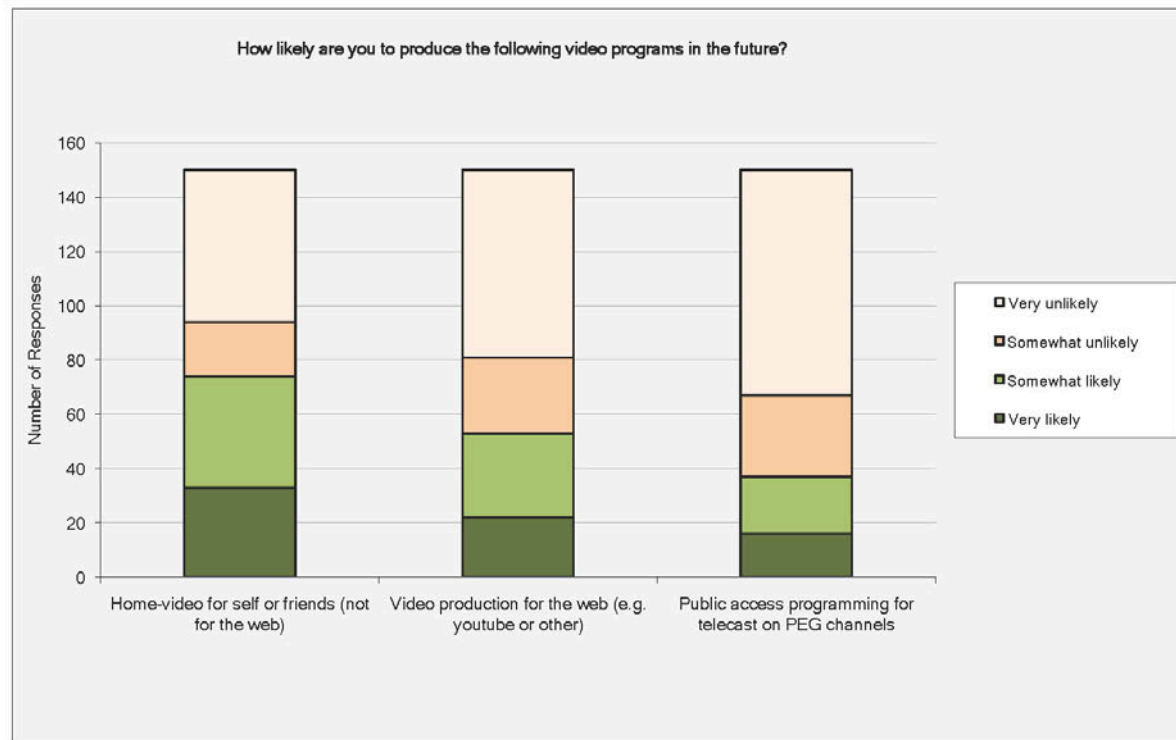
Question 39

Question 40

Video Services User Survey

To produce your program, would you use any of the following resources?				
Answer Options	Yes	No	Don't know	Response Count
Training at the station	69	31	32	132
Training online through CATS website	58	38	35	131
Video	74	26	32	132
Television studio	55	34	42	131
Sound recording equipment	63	29	39	131
My own camera	53	36	38	127
Post production equipment (editing software) at CATS	68	27	36	131
My own editing software at home (please specify below):	28	51	48	127
If you do, please let us know what type of video editing software you use at home:				21
			answered question	133
			skipped question	67

Number	Response Date	If you do, please let us know what type of video editing software you use at home:
1	Mar 12, 2010 2:54 PM	If I do video editing at home, I'm likely to find a FOSS solution due to legal and cost reasons.
2	Mar 12, 2010 3:16 PM	iMovie
3	Mar 12, 2010 3:21 PM	Apple iMovie & iDVD
4	Mar 12, 2010 3:30 PM	Final Cut Pro
5	Mar 12, 2010 7:25 PM	iMovie
6	Mar 20, 2010 1:54 PM	Final Cut Pro, iMovie, Windows Media
7	Mar 20, 2010 6:01 PM	I may have it but just have no idea whats available to me.
8	Mar 21, 2010 10:29 PM	sony movie studio
9	Mar 22, 2010 2:18 AM	Avid/Final Cut Pro HD formats
10	Mar 22, 2010 5:53 PM	Adobe Premiere Elements
11	Mar 23, 2010 1:41 PM	Apple iMovie
12	Mar 23, 2010 2:11 PM	adobe
13	Mar 24, 2010 5:53 PM	I have used IMovie
14	Mar 30, 2010 12:47 AM	Windows Live Movie Maker
15	Mar 31, 2010 2:11 PM	None, although there may be a package on my computer of which I am not aware.

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16	Mar 31, 2010 10:05 PM	Not at home but at IU
17	Apr 1, 2010 5:05 PM	iMovie
18	Apr 1, 2010 5:15 PM	none
19	Apr 1, 2010 5:23 PM	husband has video editing equipment
20	Apr 1, 2010 6:03 PM	None currently, but if I produced I would install
21	Apr 4, 2010 12:23 AM	iMovie, Final Cut Pro, Pencil 2.0,

To produce your program, would you use any of the following resources?

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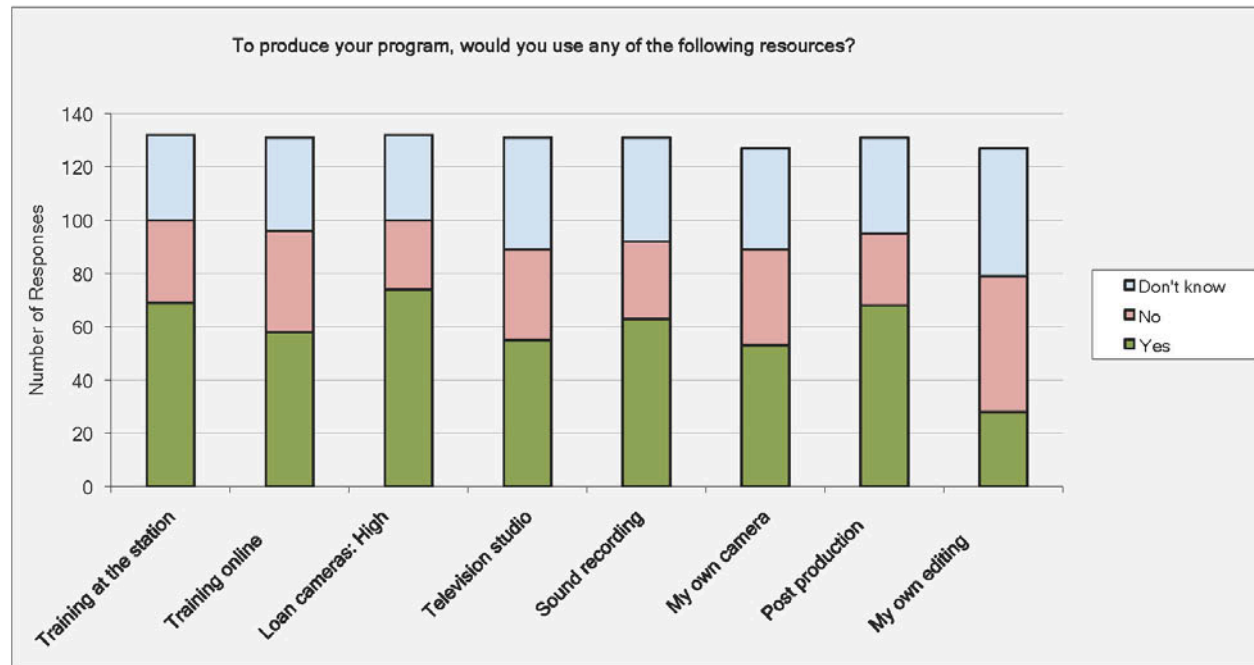
Question 41

Video Services User Survey

Is there any other equipment or service not mentioned above that CATS could provide to help you create a video program for PEG telecast:

Answer Options	Response Count
	14
answered question	14
skipped question	186

Number	Response Date	Response Text
1	Mar 12, 2010 2:55 PM	Having not started yet but planning to offer training videos as part of our department at work, I don't know what it is I need to know.
2	Mar 12, 2010 3:16 PM	no
3	Mar 12, 2010 6:07 PM	no.
4	Mar 12, 2010 7:25 PM	No
5	Mar 12, 2010 9:08 PM	no
6	Mar 20, 2010 1:54 PM	Worthless question
7	Mar 20, 2010 6:01 PM	Assistants
8	Mar 21, 2010 10:29 PM	No
9	Mar 31, 2010 2:11 PM	Not that I can think of.
10	Mar 31, 2010 2:24 PM	more staff for technical support, to help create programs, and to cover community meetings and events.
11	Mar 31, 2010 5:49 PM	It's not a good ideal to watch cats on tv
12	Mar 31, 2010 10:05 PM	Again advertising and promotion of CATS facilities and equipment.
13	Apr 1, 2010 2:39 PM	lighting equipment
14	Apr 4, 2010 12:23 AM	HD camera's, Schoeps + Neumann + Telefunken microphones, or microphone packages, Field Recorders that record straight to a hard drive i.e. the Sound Devices or similar. Portable lighting kits/ generators.

Question 41

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Question 42

Video Services User Survey

Please share with us any further thoughts you might have on video services in Bloomington (either through PEG channels or the City)?

Answer Options	Response Count
	42
answered question	42
skipped question	158

Number	Response Date	Response Text
1	Mar 12, 2010 2:58 PM	I am moving out of the city, into the county soon. My only option I think is satellite. I have no idea what I am getting into with that type of service or what I have for internet. I would love to stillhav the options I have on cable.
2	Mar 12, 2010 3:16 PM	none
3	Mar 12, 2010 3:22 PM	Keep up the good work and THANKS for all you already offer to our community!
4	Mar 12, 2010 3:25 PM	Please show sustainable bandwidth uses so we can get google gigabit service.
5	Mar 12, 2010 4:13 PM	CATS has problems when videotaping live concerts - the audio and video are not in sync on CATS-produced DVDs of the concerts.
6	Mar 12, 2010 6:08 PM	I think its all great. I would like to see more of a journalistic reporting component added to CATS programming that covers more than City adn County meetings.
7	Mar 12, 2010 8:10 PM	I think that CATS plays a vital role in the political health of our community. An addition it enriches our lives with cultural programming.
8	Mar 12, 2010 9:16 PM	how about a channel that airs the schedule for all local stations for the day...maybe 2+x a day. Some of them just show the same written ads repeatedly or the adoption animals. Could flash a schedule up there occasionally at a set time.
9	Mar 13, 2010 12:30 AM	Get CATS channels on DishNetwork!
10	Mar 13, 2010 11:43 AM	Keep up the great work
11	Mar 14, 2010 2:40 PM	I pay PEG fees to ATT and cannot receive Monroe County Programing. I am not happy with this arrangement. I have contacted ATT without any progress.

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12	Mar 15, 2010 11:41 PM	I do not watch regularly, but I am very glad these channels are available. I am not now a cable TV subscriber, but am investigating subscription options mostly to have ability to watch CATS channels and other local televisions stations. Thank you.
13	Mar 16, 2010 6:34 PM	I like to watch archived government meetings via the CATS website, but find it hard to do so because the meetings are so slow to load and freeze up.
14	Mar 18, 2010 6:47 AM	I wish that the library would make comcast list the programs on the tv schedule. It would make it easier to record coounty and city meetings using the comcast dvr.
15	Mar 18, 2010 10:24 PM	Not being able to see which programs are playing when on the CATS channels on my TV in the guide is the most frustrating part of trying to view them at home. Since the community calendar is on between government meetings, it's hard to tell if there's a program coming on soon or not.
16	Mar 20, 2010 1:55 PM	We are blessed to have a public library that guarantees open access to PEG.

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17	Mar 20, 2010 6:12 PM	GET THE WORD OUT! :-) The majority of Blgtn is not under 30 or in school...we're the older generations, where some of us never saw a computer till college, and other never knew of them till through grandkids...and it's not easy to learn. Im in my late 40's and know a lot of how to use a computer, but my college-age kid has to teach me out to download music to my mp3, etc.... but some, like her grandparents- some dont even own a cell phone or answering machine! Lol Blgtn is filled with people that have NO idea this stuff even exist's! I knew of our local channels, but didnt know that we have websites to our gov's meetings, or that we even had our own youtube site! OH-I just thought of something...but maybe should have written it in a previous section, but....what about a tv cooking demo show....see if "Goods for Cooks" can do a show about how to use some kitchen tools, gadgets, etc... And how about taping local bus's in what they specialize in, like going to the Bakehouse and showing all the diff breads, what to use them for, etc... How about filming the Farmers Mkt on Sat's and Tues's... You'd be floored as to how many people dont know you or any of these services even exist....so, GET THE WORD OUT! Thanks for the survey, for taking time to read this, and for caring enough to ask all these questions. Bless You!♥
18	Mar 21, 2010 11:52 AM	No but thanks for asking
19	Mar 21, 2010 4:13 PM	when i am interested in a city council meeting topic or city meeting topic, i usually go to the meeting myself or find out how it went from a friend who attends. our tv is only for watching dvds--we don't have cable or a digital receiver. tv issues like this aren't very important to me though i do see how others could rely heavily on access to them (inability to attend meetings b/c of work, home-bound, etc).
20	Mar 22, 2010 2:19 AM	Michael White- just keep CATS going for the future
21	Mar 22, 2010 11:49 AM	You're invaluable to us.
22	Mar 23, 2010 1:26 PM	I am glad these services are provided for those that are indeed interested.
23	Mar 24, 2010 5:54 PM	Once again, I would love to watch CATS programming, but since I do not have cable at home and since CATS does not offer their programs online, I am not able to.
24	Mar 27, 2010 3:11 AM	Shorter surveys
25	Mar 30, 2010 3:13 PM	I like CATS. Wish there were a cost-effective way to give it a higher profile.

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26	Mar 31, 2010 1:15 AM	I went to CATS to volunteer last week, and there was no one at the desk, so I found someone, and they attempted to dig out volunteer forms, but none could be found. CATS is clearly in need of volunteers, and I think it would be valuable to leave volunteer forms and pens on the counter in the reception area.
27	Mar 31, 2010 3:17 PM	I believe that the City - in conjunction with CATS - is doing an excellent job in this arena, and that if one were to compare the City's video services with other cities of comparable size - or larger cities - across the nation that we would find ours to be superior in both access and breadth of coverage. I appreciate efforts to improve video services with time, technological developments, and the lowered cost and increased access that will lead to more citizens presumably having access to these services via the Internet (presuming easier and less costly access to having computers in their homes). Thank you!
28	Mar 31, 2010 5:49 PM	I don't think anyone should watch cats because it don't make sense
29	Apr 1, 2010 2:22 PM	Airing local government meetings should continue.
30	Apr 1, 2010 2:34 PM	Cats is a very valuable service to our community; we are lucky to have it
31	Apr 1, 2010 2:36 PM	I think CATS provides an invaluable service in that local politicians accountable for their actions. Even if there isn't a high viewership per se I am glad to know CATS is there - and that if I feel that I missed something big I can get a copy.
32	Apr 1, 2010 2:42 PM	I very much enjoy the PEG channels, but am unable to watch them on television at my apartment because my complex only uses Dish Network. I am pleased that I am still able to watch the channels at friends' houses who have Comcast and see the government meetings online, but I would like to see the PEG channels be available to all Monroe County Residents who have ANY kind of television service.
33	Apr 1, 2010 3:39 PM	I Watch quite a bit of the programming offerred on that CATS channels. I'm quite sure I watch more that probably 95+ percent of the rest of television watchers. I watch 2-3 hr. of television per day (more in the Winter) and I would divided my time up in the following way 33% regular TV like Lost, Syfy Channel; 25% CSPAN and Non Fiction TV (CSPAC2); 25% PBS and CABLE News)MSNBC,FOX,CNN, and 18% CATS. I like watching Monroe County City Council, Zoning Board, Library Board, Lotus Music Festival on Thursday Nights, Arts Shocase on channel 3, and stuff done by local people on Channel 7.

Question 42

2015 STRATEGIC PLAN

Question 42

34	Apr 1, 2010 4:39 PM	I would watch more if programming was available through my provider, DirecTV
35	Apr 1, 2010 5:05 PM	I don't use CATS much, but it is a really important resource for the community. It is a historical record for all of our community meetings.
36	Apr 1, 2010 5:17 PM	Although I do not have TV or Internet access at home, I do think these video services are important.
37	Apr 1, 2010 5:23 PM	It's a wonderful thing, that is very creative, and needs to be supported!
38	Apr 1, 2010 9:52 PM	would be nice if i could get them over the air - could be very short-range transmission.
39	Apr 1, 2010 10:42 PM	Happy overall with video services. I like the interviews on the street asking citizens topical questions.
40	Apr 2, 2010 3:00 AM	Just that easy access to broadcast of public meetings is vital.
41	Apr 3, 2010 2:44 PM	Focus on delivery of information and records to improve local governance and decision making. International news and other info are secondary. Providing facilities and equipment are not important to me personally, but I understand the value of giving voice to other and support it.
42	Apr 4, 2010 12:26 AM	I cannot stress how important C.A.T.S. is to the community. I think that what they are doing is impeccable. I would only ask that they receive more funding to further perfect their approach to community based video production.

2015
STRATEGIC PLAN

Question 43

Video Services User Survey

Your gender:		
Answer Options	**Response Percent**	**Response Count**
male	41.8%	66
female	58.2%	92
	answered question	158
	skipped question	42

Question 43

2015 STRATEGIC PLAN
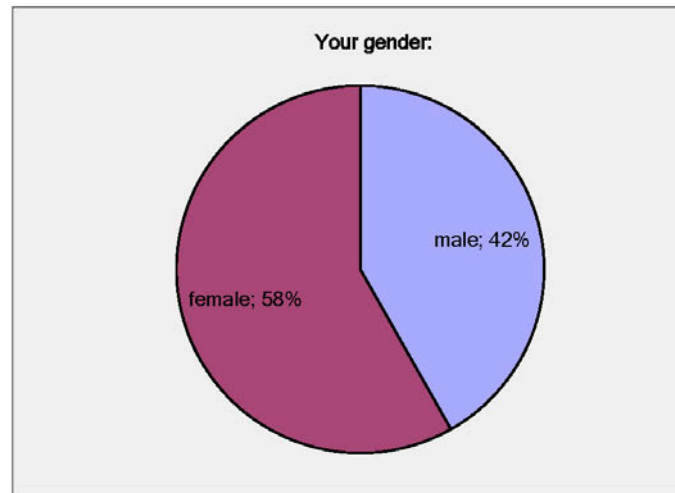
Question 44

Video Services User Survey

Your age:		
Answer Options	**Response Percent**	**Response Count**
0-19	1.3%	2
20-24	9.5%	15
25-29	15.2%	24
30-39	24.1%	38
40-49	20.9%	33
50-64	24.7%	39
65+	4.4%	7
	answered question	158
	skipped question	42

Question 44

2015
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Question 45

Video Services User Survey

What is the highest level of education you have completed?

Answer Options	Response Percent	Response Count
Some High School, or High School Degree	6.4%	10
Some College	14.6%	23
College Degree	35.0%	55
Graduate Degree	40.8%	64
Other (please specify)	3.2%	5
	answered question	157
	skipped question	43

Number	Response Date	Other (please specify)
1	Mar 24, 2010 5:54 PM	Currently enrolled on a graduate program at IU.
2	Mar 31, 2010 3:19 PM	Master's Degree plus Ph.D. course work and post-graduate studies
3	Apr 1, 2010 3:27 PM	HIGH SCHOOL AND TECH TRAINING
4	Apr 1, 2010 6:04 PM	associates Degree
5	Apr 1, 2010 7:14 PM	currently in graduate school

What is the highest level of education you have completed?

Question 45

2015 STRATEGIC PLAN
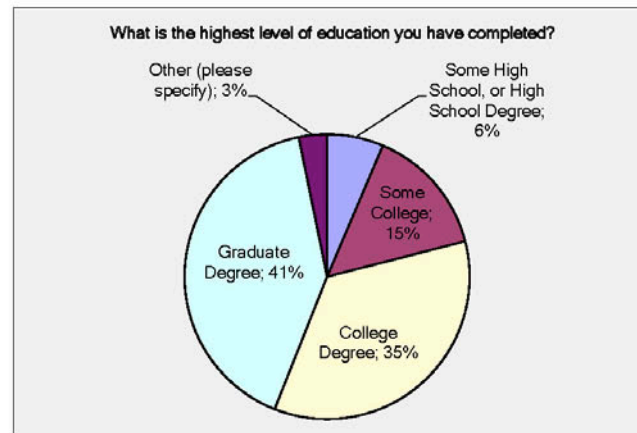
Question 46

Video Services User Survey

Are you:

Answer Options	Response Percent	Response Count
American Citizen	100.0%	155
Permanent Resident (Green Card Holder)	0.0%	0
visitor, etc)	0.0%	0
Other (please specify)	0.0%	0
answered question		155
skipped question		45

Are you:

American Citizen; 100%
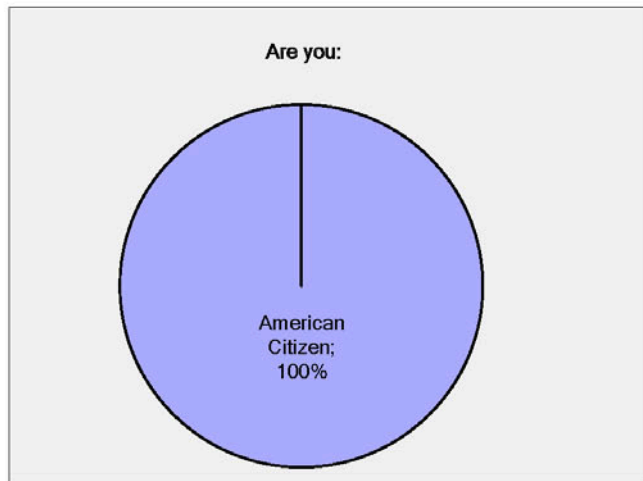
Question 46

Question 47

Video Services User Survey

Languages spoken at home:

Answer Options	Response Percent	Response Count
English	100.0%	158
Spanish	4.4%	7
Korean	0.0%	0
Other (please specify)	1.3%	2
	answered question	158
	skipped question	42

Number	Response Date	Other (please specify)
1	Mar 23, 2010 3:15 PM	Portuguese
2	Apr 4, 2010 12:27 AM	Italian

Languages spoken at home:

Question 47

2015
STRATEGIC PLAN
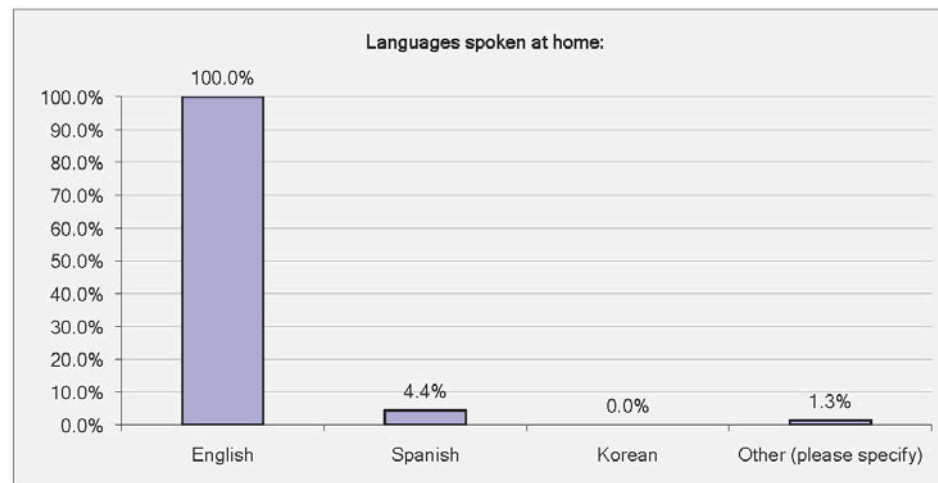
Question 48

Video Services User Survey

Your household income:

Answer Options	Response Percent	Response Count
not provided	10.5%	16
under $25,000	22.2%	34
$25,000-$49,999	26.1%	40
$50,000 to $74,999	20.3%	31
$75,000-$99,999	10.5%	16
over $100,000	10.5%	16
	answered question	153
	skipped question	47

Your household income:

Question 48

2015 STRATEGIC PLAN
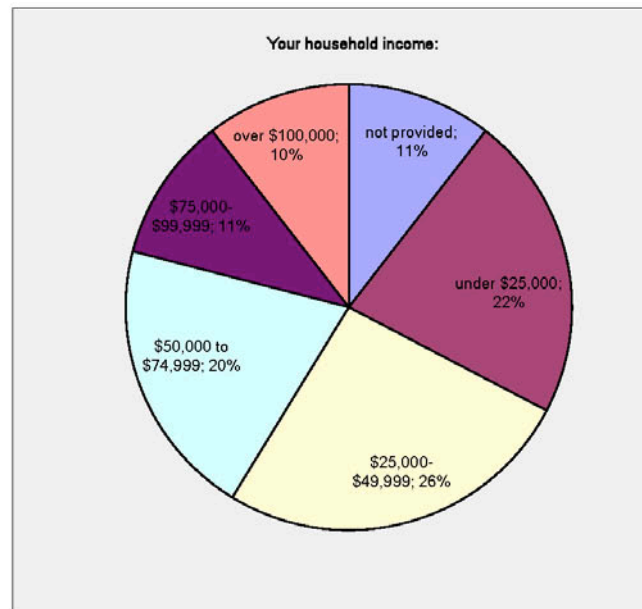
Question 49

Video Services User Survey

Where do you live?

Answer Options	Response Percent	Response Count
Bloomington	77.8%	123
Ellettsville	5.1%	8
Monroe County other	13.9%	22
Other (e.g. other county or state, please specify)	3.2%	5
	answered question	158
	skipped question	42

Number	Response Date	Other (e.g. other county or state, please specify)
1	Mar 23, 2010 2:11 PM	Brown
2	Mar 23, 2010 7:01 PM	chicago
3	Mar 24, 2010 8:03 PM	Owen County
4	Mar 31, 2010 1:16 AM	In keeping with Bloomington's good reputation for queer-friendliness, please add a "Trans" option to the gender question on future surveys :)
5	Apr 2, 2010 2:58 PM	Brown

Where do you live?

Question 49

2015
STRATEGIC PLAN
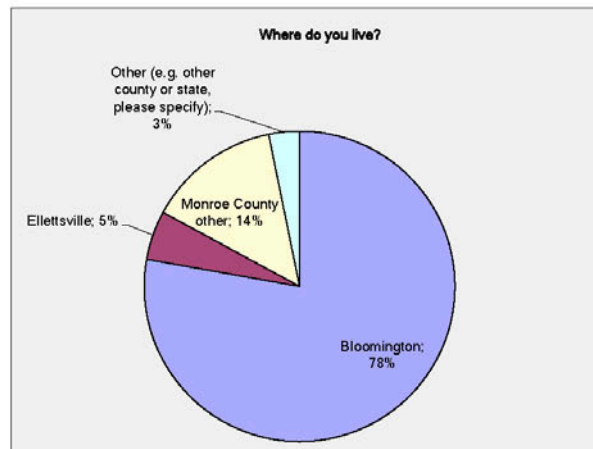
Question 50

Video Services User Survey

Number of years lived in Monroe County:		
Answer Options	**Response Percent**	**Response Count**
Less than 5 years	19.6%	30
5 years or more	80.4%	123
	answered question	153
	skipped question	47

Number of years lived in Monroe County:

Less than 5 years; 20%

5 years or more; 80%

Question 50

2015 STRATEGIC PLAN

Video Services User Survey, Cross-Tab Selection

Channels Consumption by Gender

Video Services User Survey

How often do you watch PEGs at home (CATS/TIU World)?				
		Your gender:		
		male	female	Response Totals
City government meeting (Ch12)	Once or more per week	18.2% (12)	6.5% (6)	
	Once or twice a month	13.6% (9)	15.2% (14)	
	A few times per year	31.8% (21)	25.0% (23)	
	Never	**36.4% (24)**	**53.3% (49)**	
		66	92	158
County government meeting (Ch14)	Once or more per week	15.2% (10)	2.2% (2)	
	Once or twice a month	12.1% (8)	12.0% (11)	
	A few times per year	25.8% (17)	21.7% (20)	
	Never	**47.0% (31)**	**64.1% (59)**	
		66	92	158

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Library, educational, cultural programs (Ch3)	Once or more per week	12.1% (8)	5.4% (5)	
	Once or twice a month	12.1% (8)	17.4% (16)	
	A few times per year	22.7% (15)	33.7% (31)	
	Never	**53.0% (35)**	**43.5% (40)**	
		66	92	158
Other public access programs (Ch7)	Once or more per week	12.1% (8)	6.5% (6)	
	Once or twice a month	12.1% (8)	10.9% (10)	
	A few times per year	22.7% (15)	29.3% (27)	
	Never	**53.0% (35)**	**53.3% (49)**	
		66	92	158
SCOLA international programs (Ch96)	Once or more per week	1.5% (1)	1.1% (1)	
	Once or twice a month	1.5% (1)	2.2% (2)	
	A few times per year	21.2% (14)	10.9% (10)	
	Never	**75.8% (50)**	**85.9% (79)**	

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		66	92	158
TIU World, PBS and local content (Ch17)	Once or more per week	31.8% (21)	12.0% (11)	
	Once or twice a month	15.2% (10)	20.7% (19)	
	A few times per year	16.7% (11)	30.4% (28)	
	Never	**36.4%** **(24)**	**37.0%** **(34)**	
		66	92	158
	answered question	66	92	158
	skipped question			0

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STRATEGIC PLAN

Service Use by Gender

Video Services User Survey

How often do you use the following services to watch PEGs at home (CATS/TIU World)?				
		Your gender:		
		male	female	Response Totals
Comcast cable	Once or more per week	23.4% (15)	13.2% (12)	
	Once or twice a month	15.6% (10)	18.7% (17)	
	A few times per year	15.6% (10)	14.3% (13)	
	Never	**45.3% (29)**	**53.8% (49)**	
		64	91	155
Internet streaming (stream.catsv.net/cats/)	Once or more per week	6.3% (4)	1.1% (1)	
	Once or twice a month	12.5% (8)	5.6% (5)	
	A few times per year	18.8% (12)	24.4% (22)	
	Never	**62.5% (40)**	**68.9% (62)**	

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			64	90	154
Online meeting archive (meetingarchive.catstv.net)	Once or more per week		4.5% (3)	0.0% (0)	
	Once or twice a month		6.1% (4)	5.4% (5)	
	A few times per year		24.2% (16)	22.8% (21)	
	Never		**65.2% (43)**	**71.7% (66)**	
			66	92	158
TV services provided by your telecommunications provider (e.g. AT&T U-verse, Smithville S+TV)	Once or more per week		4.5% (3)	3.3% (3)	
	Once or twice a month		1.5% (1)	3.3% (3)	
	A few times per year		6.1% (4)	5.5% (5)	
	Never		**87.9% (58)**	**87.9% (80)**	
			66	91	157
Other (please specify below)	Once or more per week		4.3% (2)	0.0% (0)	

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Once or twice a month	0.0% (0)	0.0% (0)	
A few times per year	0.0% (0)	1.7% (1)	
Never	**95.7%** **(44)**	**98.3%** **(58)**	
	46	59	105
If you selected "other" above, please tell us which other service you use to watch PEGs	2 replies	2 replies	4
answered question	66	92	158
skipped question			0

	male	female	If you selected "other" above, please tell us which other service you use to watch PEGs	
1	X		over-the-air broadcast by aerial	Mar 12, 2010 2:43 PM
2	X		digital converter	Mar 22, 2010 3:04 PM
3		X	I did not know I could watch it online, I might start.	Mar 31, 2010 1:07 AM
4		X	Directv	Apr 2, 2010 3:22 PM

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Channel Consumption by Education

Video Services User Survey

How often do you watch PEGs at home (CATS/TIU World)?		What is the highest level of education you have completed?					
		Some High School, or High School Degree	Some College	College Degree	Graduate Degree	Other (please specify)	Response Totals
City government meeting (Ch12)	Once or more per week	10.0% (1)	13.0% (3)	20.0% (11)	4.7% (3)	0.0% (0)	
	Once or twice a month	20.0% (2)	13.0% (3)	7.3% (4)	21.9% (14)	0.0% (0)	
	A few times per year	20.0% (2)	43.5% (10)	16.4% (9)	31.3% (20)	40.0% (2)	
	Never	50.0% (5)	30.4% (7)	56.4% (31)	42.2% (27)	60.0% (3)	
		10	23	55	64	5	157
County government meeting (Ch14)	Once or more per week	0.0% (0)	8.7% (2)	12.7% (7)	4.7% (3)	0.0% (0)	
	Once or twice a month	30.0% (3)	17.4% (4)	7.3% (4)	12.5% (8)	0.0% (0)	
	A few times per year	20.0% (2)	26.1% (6)	10.9% (6)	32.8% (21)	20.0% (1)	
	Never	50.0% (5)	47.8% (11)	69.1% (38)	50.0% (32)	80.0% (4)	
		10	23	55	64	5	157

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Library, educational, cultural programs (Ch3)	Once or more per week	0.0% (0)	8.7% (2)	12.7% (7)	6.3% (4)	0.0% (0)	
	Once or twice a month	20.0% (2)	13.0% (3)	10.9% (6)	20.3% (13)	0.0% (0)	
	A few times per year	30.0% (3)	39.1% (9)	20.0% (11)	29.7% (19)	60.0% (3)	
	Never	50.0% (5)	39.1% (9)	56.4% (31)	43.8% (28)	40.0% (2)	
		10	23	55	64	5	157
Other public access programs (Ch7)	Once or more per week	0.0% (0)	0.0% (0)	12.7% (7)	10.9% (7)	0.0% (0)	
	Once or twice a month	10.0% (1)	8.7% (2)	12.7% (7)	12.5% (8)	0.0% (0)	
	A few times per year	30.0% (3)	43.5% (10)	20.0% (11)	25.0% (16)	20.0% (1)	
	Never	60.0% (6)	47.8% (11)	54.5% (30)	51.6% (33)	80.0% (4)	
		10	23	55	64	5	157
SCOLA international programs (Ch96)	Once or more per week	0.0% (0)	0.0% (0)	1.8% (1)	1.6% (1)	0.0% (0)	
	Once or twice a month	0.0% (0)	0.0% (0)	0.0% (0)	4.7% (3)	0.0% (0)	
	A few times per year	0.0% (0)	17.4% (4)	18.2% (10)	14.1% (9)	0.0% (0)	

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	Never	100.0% (10)	82.6% (19)	80.0% (44)	79.7% (51)	100.0% (5)	
		10	23	55	64	5	157
TIU World, PBS and local content (Ch17)	Once or more per week	10.0% (1)	17.4% (4)	21.8% (12)	18.8% (12)	40.0% (2)	
	Once or twice a month	10.0% (1)	13.0% (3)	20.0% (11)	21.9% (14)	0.0% (0)	
	A few times per year	20.0% (2)	26.1% (6)	25.5% (14)	23.4% (15)	40.0% (2)	
	Never	60.0% (6)	43.5% (10)	32.7% (18)	35.9% (23)	20.0% (1)	
		10	23	55	64	5	157
	answered question	10	23	55	64	5	157
	skipped question						0

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Service Use by Education

Video Services User Survey

How often do you use the following services to watch PEGs at home (CATS/TIU World)?							
		What is the highest level of education you have completed?					
		Some High School, or High School Degree	Some College	College Degree	Graduate Degree	Other (please specify)	Response Totals
Comcast cable	Once or more per week	22.2% (2)	8.7% (2)	23.6% (13)	16.1% (10)	0.0% (0)	
	Once or twice a month	0.0% (0)	17.4% (4)	18.2% (10)	21.0% (13)	0.0% (0)	
	A few times per year	11.1% (1)	17.4% (4)	9.1% (5)	16.1% (10)	40.0% (2)	
	Never	66.7% (6)	56.5% (13)	49.1% (27)	46.8% (29)	60.0% (3)	
		9	23	55	62	5	154
Internet streaming (stream.catsv.net/cats/)	Once or more per week	0.0% (0)	0.0% (0)	9.3% (5)	0.0% (0)	0.0% (0)	
	Once or twice a month	10.0% (1)	13.6% (3)	7.4% (4)	8.1% (5)	0.0% (0)	
	A few times per year	40.0% (4)	9.1% (2)	13.0% (7)	27.4% (17)	60.0% (3)	
	Never	50.0% (5)	77.3% (17)	70.4% (38)	64.5% (40)	40.0% (2)	
		10	22	54	62	5	153

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Online meeting archive (meetingarchive.catstv.net)	Once or more per week	0.0% (0)	0.0% (0)	5.5% (3)	0.0% (0)	0.0% (0)	
	Once or twice a month	10.0% (1)	4.3% (1)	5.5% (3)	6.3% (4)	0.0% (0)	
	A few times per year	30.0% (3)	13.0% (3)	18.2% (10)	28.1% (18)	**60.0% (3)**	
	Never	**60.0% (6)**	**82.6% (19)**	**70.9% (39)**	**65.6% (42)**	40.0% (2)	
		10	23	55	64	5	157
TV services provided by your telecommunications provider (e.g. AT&T U-verse, Smithville S+TV)	Once or more per week	0.0% (0)	4.5% (1)	1.8% (1)	6.3% (4)	0.0% (0)	
	Once or twice a month	10.0% (1)	0.0% (0)	1.8% (1)	3.1% (2)	0.0% (0)	
	A few times per year	0.0% (0)	18.2% (4)	5.5% (3)	3.1% (2)	0.0% (0)	
	Never	**90.0% (9)**	**77.3% (17)**	**90.9% (50)**	**87.5% (56)**	**100.0% (5)**	
		10	22	55	64	5	156
Other (please specify below)	Once or more per week	0.0% (0)	0.0% (0)	2.9% (1)	0.0% (0)	0.0% (0)	
	Once or twice a month	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	
	A few times per year	0.0% (0)	6.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	

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		Never	100.0% (8)	93.8% (15)	97.1% (34)	100.0% (42)	100.0% (3)	
			8	16	35	42	3	104
	If you selected "other" above, please tell us which other service you use to watch PEGs		0 replies	1 reply	2 replies	0 replies	0 replies	3
	answered question		10	23	55	64	5	157
	skipped question							0

	Some High School, or High School Degree	Some College	College Degree	Graduate Degree	Other (please specify)	If you selected "other" above, please tell us which other service you use to watch PEGs	
1			X			over-the-air broadcast by aerial	Mar 12, 2010 2:43 PM
2			X			I did not know I could watch it online, I might start.	Mar 31, 2010 1:07 AM
3		X				Directv	Apr 2, 2010 3:22 PM

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Complaints / Representations to IURC Regarding Treatment of PEG Channels on AT&T U-verse (2007)

City of Bloomington, ITS

City of Bloomington Indiana
Post Office Box 100
Bloomington, Indiana 47402

Rick Dietz
Director of ITS
City of Bloomington
PO Box 100
Bloomington, IN 47402
(812) 349-3485

September 18, 2007

Indiana Utility Regulatory Commission
101 W. Washington St., Suite 1500 East
Indianapolis, IN 46204

Dear Commissioners:

Bloomington is one of the communities in Indiana where AT&T is now providing video services through their U-verse product. AT&T is currently providing these services despite the statutory requirement that PEG channels also be provided, a condition of AT&T's Certificate of Franchise Authority. Although AT&T has recently moved forward with a site visit to Bloomington, we are concerned about a number of aspects of AT&T's proposed PEG platform.

Bloomington has 6 PEG channels, five of which are delegated for administration to Community Access Television Services (CATS) and one of which is delegated to WTIU. Our PEG programming includes a public access channel, two government channels (city and county), library programming, as well as foreign language and educational channels. In addition to the City's PEG delegates, another critical player in our local telecommunications community is the Bloomington Telecommunications Council (BTC) – an experienced and active public commission dedicated to the study of Bloomington's telecommunications needs and serving as a watchdog for local telecommunication consumers. Beyond these parties, the City of Bloomington views its PEG channels and programming as essential civic infrastructure. Our PEG channels play a critical role in our community life, reflecting and amplifying the civic engagement of our citizens in our local democracy.

Given the importance of PEG programming in Bloomington, several aspects of AT&T's proposed U-verse video services platform and deployment plans concern the City.

- **Video quality:** As described in AT&T materials and by personal representation, AT&T plans to deliver Bloomington's PEG channels in a lesser quality format than other channels on the U-verse system. It is not clear why this should be so. If anything, PEG channels should have greater consideration due to their important civic function and their mandated status under Indiana's franchise law. We believe PEG channels should be delivered at the same quality level as other channels by all video service franchisees.

- **Channel Placement:** As described in AT&T materials and by personal representation, Bloomington's PEG channels will not be displayed to end users of the U-verse system as standard numerical channels. Instead PEG channels will be accessed through a separate navigational interface, relegating Bloomington's PEG channels to second-class status and making them less accessible to our local video service users. Accessibility to those with visual and auditory impairments is a concern as well. We believe local PEG channels should be delivered as standard numerical channels by all video service franchisees.

- **Local Emergency Override:** The importance of system-wide local emergency override cannot be overstated. Local emergency override is very important to our community and can save lives. We regularly face severe storms, flooding, and tornadoes as well as the perennial possibility of chemical/industrial/transportation accidents and the (albeit remote) potential for terrorism incidents. AT&T has indicated that they are aware of this concern and may address it in the future versions of their system. We believe system-wide local emergency override should be mandatory for all video service franchisees in Indiana.

Recycled Paper

- **Monitoring:** PEG providers often field support calls from the public when there are problems with video services and are also in a position to detect problems early. AT&T has been receptive to providing monitoring capability to our PEG providers but has not committed. We believe monitoring capability for each PEG channel should be provided by all video service franchisees to PEG content providers.

- **Costs Shifting:** As described in AT&T materials and by personal representation, AT&T proposes to place 15-17 rack units of equipment at the CATS facility to accommodate their 5 PEG channels. The costs associated with this include the use of rackspace, the cost of an additional power circuit, monthly electric utility costs, increased HVAC cooling load, additional UPS load, etc. We believe the financial and administrative burden for the encoding of PEG video signals should be borne by video service franchisees.

- **Extensibility & Scalability:** One of the objectives – if not the singular objective – of Indiana's video franchise law is to increase competition in video services. We are concerned that it would not be economically or physically possible for our PEG delegates to provide the same accommodations to future franchisees that AT&T has discussed. In addition AT&T appears disinclined to take PEG signals from Bloomington's incumbent cable provider.

  o **Hardware/Systems:** Are PEG content providers responsible for hosting each video service provider's encoding equipment? Would it not be better for all potential providers to take the same signal feed from a local peering point or from the incumbent provider?

  o **Labor:** There does not appear to be a standard way for PEG providers to feed program titles and other information into the potentially disparate video systems without multiplying their labor.

  o **Facilities Access:** How many external entities will be granted access to PEG providers equipment rooms?

We foresee problems scaling the provision of PEG signal to additional video service providers if they have similar expectations to AT&T. We believe that all video service franchisees should be required to accept digital signal from a single accessible point of presence in the community.

- **Precedent:** We are concerned that Bloomington's adoption of AT&T's deployment plan as described thus far would serve to establish as precedent the lesser treatment of PEG channels across AT&T's service area in Indiana and would also lower the bar for the State's additional anticipated video service franchisees in Bloomington and elsewhere.

In summary, the provision of PEG content is a requirement of Indiana's statewide video franchise law – a requirement that is yet unmet by AT&T's U-verse video service in Bloomington. Although we look forward to the prompt delivery of PEG video channels to Bloomington's AT&T video service customers, we are likewise eager to see that our video service providers deliver PEG channels at quality levels equivalent to non-PEG channels, display PEG channels prominently and accessibly (not relegated to second-class status), and enhance the public safety of our community with robust local emergency alert/override capabilities. Our incumbent video service provider, Insight, has been able to provide these services adequately in our community without burdening our PEG providers as AT&T proposes. We are also concerned about the burden placed on the City and our PEG delegates to house, power and cool AT&T encoding equipment and the multiplication of this burden should the State's goal of robust competition in video services emerge.

That being said, our interactions with AT&T thus far have been pleasant and professional. We look forward to continuing our collaboration with them.

We have asked AT&T to provide us with a plan and timeline for the delivery of PEG services in Bloomington. We have a conference call tentatively scheduled for Friday the 21st to review their proposal

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City of Bloomington Telecommunication Council

based on their recent site visit. It remains to be seen how the problems described above are addressed in that plan. Due to the importance of PEG programming in general and the precedent-setting nature of this deployment in Indiana, we hope that the IURC will give consideration to our concerns and help us ensure that our citizens in Bloomington and those throughout the State receive the level of service they deserve.

Sincerely,

Rick Dietz
Director of ITS
City of Bloomington, IN
dietzr@bloomington.in.gov

Enclosures:
  Letter from CATSTV
  Letter from WTIU
  Letter from BTC
CC: Michael White (CATS) & Phil Meyer (WTIU), Duane Busick (BTC)

From: The City of Bloomington Telecommunication Council
To: Indiana Utilities Regulatory Commission

Date: September 14, 2007

To the Indiana Utilities Regulatory Commission,

The City of Bloomington Telecommunication Council respectfully registers its concerns regarding the proposed AT&T U-verse PEG Platform and notes the absence of support for local emergency alerts on the A&T video system.

Indiana's General Assembly passed a Video Franchise Law in July 2006 to increase competition in the video services market with benefits accruing to subscribers.

The Indiana Law requires that all video service providers who apply for, and who are certified to operate a video system in the State of Indiana, shall transmit all of the PEG channels that existed as of July 2006, the date that the Indiana Franchise Law went into effect.

The City of Bloomington operates six (6) PEG channels, and AT&T applied for and was granted a Certificate under the Indiana Franchise Law in August 2006. Thus, AT&T is required by the Indiana Franchise Law to transmit these PEG channels on their U-verse video service system that serves Bloomington.

AT&T has acknowledged that it has been operating its U-verse system, and selling related services, to residents of the City of Bloomington since or before March 2007.

The Telecommunications Council has received complaints from AT&T U-verse subscribers that they are not receiving any of the community's PEG channels. At least one AT&T's UVerse customer has formally stated her concerns to the City Telecommunications Council. Another, who is a former Monroe County office holder, simply terminated her U-verse contract after learning she could not receive the PEG channels that broadcast government meetings that are important to her. The Indiana Utility Regulatory Commission was notified of these subscriber complaints in April 2007.

In admission of this requirement for PEG carriage and of its outstanding failure to fulfill this requirement, AT&T representatives stated that they-do intend to carry the PEG channels.

Unfortunately, AT&T has offered a method of transmission, and strategy for layout and presentation of the PEG channels that fails to meet the standards of fairness and reasonableness.

First, AT&T has stated it intends to limit the resolution of all PEG channels. This would create a system on which, for example, the must-carry, over-the-air channels would be

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transmitted as an H.264 2.0 Mbps digital encoding while the PEG channels would be transmitted as an WMV 1.3 Mbps digital encoding. This disparity is profound, especially in light of the fact that the quality of PEG source content is steadily increasing. Specifically, the local PEG channels are producing more and more content in HD format.

If implemented, AT&T's proposal would unfairly discriminate between must-carry, over-the-air content and PEG content by its proposed incorporation of a significantly lower bit-rate and lower-quality encoding algorithm for PEG content.

Secondly, AT&T proposes to isolate all PEG channels from the rest of their channel line-up and require all subscribers to initiate a second-level application to view any PEG channel. This fosters a side-show placement for PEG content and forces subscribers to make an extra effort before being able to access the PEG channels.

Finally, AT&T's proposal does not include any provisions for supporting the existing local emergency alert infrastructure. With the understanding that the Indiana Franchise Law does not require that video service providers allow for local initiation of emergency alerts, the City of Bloomington Telecommunications Council requests to go on record with a statement asserting the inestimable value of provisions for efficient and direct dispatch of notices regarding existing and emergent emergency situations that affect the local area. The City of Bloomington and Monroe County have maintained a local emergency alert infrastructure for over 20 years that has been fully supported by the existing (cable) video service provider and which has been written into the local franchise agreements.

We believe that it is *not* the Indiana Law's intent to create a marketplace favoring some video service providers while simultaneously acting to discriminate against other video service providers. Rather, we believe and support, a fair and reasonable interpretation of the Indiana Law that is grounded in historical precedents, both legal and logistic, whereby the City operates and makes available each PEG channel on an equal, non-discriminatory, and neutral basis to every video service provider that is licensed under the Indiana Law.

The City of Bloomington Telecommunications Council hereby requests that the Indiana Utility Regulatory Commission

1. Require all certified video service providers to transmit, and carry on their systems, the required PEG channels in as good a quality encoding as the other content.
2. Require that the video service providers ensure that the each digital stream is transmitted on their system to all subscribers in as high a level of quality as technically possible, without arbitrary discrimination.
3. Require all video service providers to transmit and carry the PEG channels in the same layout scheme as their other channels and not to create a side-show presentation environment.

Further, we request that the Indiana Utility Regulatory Commission work with the Indiana Legislature to amend the Indiana Franchise Law to require all video service providers to include complete support for initiation of local emergency alerts.

Sincerely,

Duane Busick, President

The City of Bloomington Telecommunications Council

Members:
 Duane Busick, President
 Jesse Stryker, Vice President
 Suzann Owen
 Eric Ost
 Carl Zager

cc: Mayor of Bloomington
        City of Bloomington Common Council
        City of Bloomington Board of Public Works

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CATS / MCPL

MONROE COUNTY PUBLIC LIBRARY

Main Library	Ellettsville Branch	www.monroe.lib.in.us
303 E. Kirkwood Ave.	600 W. Temperance St.	
Bloomington, IN 47408-3534	Ellettsville, IN 47429	
812-349-3050	812-876-1272	

CATS
COMMUNITY ACCESS
TELEVISION SERVICES

Indiana Utility Regulatory Commission   9/10/07
302 West Washington Street, Room 306
Indianapolis Indiana 46204

Dear IURC Members,

As with any new partnerships, there exists both difficulty and opportunity. Recently CATS was contacted by representatives from AT&T, to discuss and review technical aspects of CATS (Community Access Television Services) PEG carriage on their Bloomington system. I have three primary points to address concerning this vital communications matter:

On a very practical level, main engineering for CATS was designed in 1995, to provide sufficient rack space, cooling and UPS power for up to six local access channels, four satellite feeds, and sufficient monitoring equipment and modulators to serve the local cable community. To propose adding perhaps dozens of rack units, along with increased cooling and UPS needs to this room would doubtless stress our engineering limitations. Further, CATS Master Control operators would need a way to monitor the AT&T system, both on output and return transmission, to ascertain and correct problems as they inevitably arise. Unfortunately, the current state franchise law does not address these and other technical issues.

Secondly, the current proposed architecture of PEG delivery would represent a compromised signal to the home viewer, as compared to encoding and delivery of other local broadcast stations. Further, the proposed placement of access channels would relegate them to a different tier of the home viewer's menu system, further moving them out of the full bandwidth, broadcast-retransmission neighborhood. I believe this compromised architecture represents a slippery slope, where once the precedent of lower quality has been established, other video providers will doubtless follow suit and similarly degrade PEG systems, perhaps nationwide.

Central to the current controversy surrounding PEG carriage on the AT&T system, is that this video provider does not currently carry the local access channels, as required by state franchise law. While I feel it is vital that any new video providers comply fully with state franchise law, I also believe it is vital that the laws regarding noncompliance with the state language should be vigorously enforced. Specifically AT&T has been marketing video services in the Bloomington market since March of '07. Since that time, I have received a number of phone calls from concerned AT&T cable viewers who believed in good faith that they would be able to access the local PEG channels. To their dismay, and nine months since the granting of a state franchise, this is unfortunately not the case.

I have other public safety concerns with the global aspects of the AT&T system. Specifically that they do not currently offer and have not publicly proposed to implement an emergency override system. Insight Communications currently serves the Bloomington area with cable, and provides an emergency interrupt across all tiers of service. Though a requirement for such an emergency system was an apparent oversight in the Indiana state franchise law, it remains a vital component of the city's emergency alert system.

On the positive side, all contacts with AT&T have been pleasant, productive and highly informative to all parties. Additionally, other aspects of the proposed PEG architecture, wherein viewers may access local community channels nation-wide, remains an exciting prospect of the AT&T system.

As always, I look forward to working with all video providers, was well as with the IURC, to maintain and improve PEG delivery and content throughout the state.

All best,

Michael White
General Manager CATS
mbwhite@mcpl.info
catstv.net
812-349-3111

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WTIU

INDIANA UNIVERSITY

September 10, 2007

Indiana Utility Regulatory Commission - Video
National City Center
101 West Washington Street
Suite 1500E
Indianapolis, Indiana 46204

TELEVISION FROM
INDIANA UNIVERSITY

WTIU⓿

To whom it may concern:

This letter is to notify the Indiana Utility Regulatory Commission (IURC) of concerns WTIU has as a provider of a Public, Educational, and Governmental Access Channel ("PEG Channel") in Bloomington, Indiana, as carried by the AT&T U-verse system.

WTIU's PEG Channel -- TIU2 – was awarded a PEG Channel slot on Bloomington Insight Cable Channel 17 in 2003. TIU2 uses media to support the professional development of K-12 teachers. TIU2 is also a digital multicast channel. WTIU's broadcast signal is carried in the U-verse main channel lineup.

Our concerns center around the differences between how the U-verse service handles PEG Channels, and how TIU2 was handled under the franchise agreement that existed between the City of Bloomington and Insight Communications:

- **Cost of delivery:** The TIU2 signal is delivered to Insight Communications through existing infrastructure. AT&T has only proposed delivery methods that would incur additional costs — both in cash and internal costs — to deliver our signal.
- **Quality of signal:** The proposed PEG technical specifications for the U-verse service are significantly less than full-screen broadcast quality.
- **Feature universality:** The U-verse PEG system does not support many features, such as Picture in Picture, inclusion in on-screen listings, and Digital Video Recorder features, that are included for the broadcast channels.
- **Channel location:** The placement of the PEG channels from all AT&T video markets in a separate media player away from the local broadcast channels drastically minimizes the likelihood that viewers will utilize the service.

We have also experienced delays in achieving carriage for TIU2 on the U-verse service, which launched in Bloomington in March of this year without any of the six Bloomington PEG channels. We are still working toward carriage.

We look forward to working with AT&T and the IURC to provide services that Bloomington viewers expect from their video providers.

Radio and Television Center
1229 East Seventh Street
Bloomington, Indiana
47405-5501

Sincerely,

Phil Meyer
WTIU Station Manager

812-855-5900
Fax: 812-855-0729

www.wtiu.indiana.edu

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MCPL Board of Trustees, Resolution Regarding AT&T's Treatment of PEG Channels on U-verse (2009)

RESOLUTION URGING INDIANA UTILITIES REGULATORY COMMISSION TO TAKE ACTION TO PROVIDE QUALITY ACCESS TO PUBLIC EDUCATIONAL GOVERNMENTAL (PEG) CHANNELS

Whereas the Monroe County Public Library hosts five community access television channels. In 2008, the Library's channels cablecast 16,731 hours of government meetings for County and City government and two school corporations; foreign language news, and a range of educational, cultural, and library programming. The Library's 2008 community survey confirmed that more than 60 percent of cable subscribers had watched city, county, and library channels in the preceding year, proof of the high value that Monroe County residents place on civic engagement.

Whereas, the Library provides 7,000 square feet of space in our facility and funding for supplies and equipment and operates the stations in partnership with the City of Bloomington, Monroe County, and the Town of Ellettsville, each of which contributes 50 percent of its cable franchise revenues to support staffing.

Whereas, since March 2007, AT&T has been operating its U-verse system and selling related services to residents of the City of Bloomington, under the authority of a Certificate of Franchise Authority as required by Video Franchise Statute (Indiana Code 8-1-34). It is our belief that AT&T is not in compliance with the statute and does not intend to offer residents of our community the ease and quality of access they expect.

Whereas, a February 3, 2009, article in the *Chicago Tribune* suggests that our local experience is not unique (see attachment).

Now therefore, the Board of Trustees of the Monroe County Public Library hereby resolves to make three requests of the IURC:

14A

1. That the IURC use its authority to assure that AT&T complies with the conditions of their state-issued Certificate of Franchise Authority by providing access to the five Public Educational Governmental (PEG) channels managed by the Library, as well as the channel managed by WTIU, on its U-verse system.

The Library and the City of Bloomington Telecommunications Council have both received complaints from AT&T subscribers that they are unable to access the Library's channels.

2. That all Public Educational Governmental (PEG) channels receive equivalent placement to local broadcast channels and not be relegated to a portion of the AT&T system architecture which requires additional menu functions and significant wait-time for the selected channel to appear.

As described in AT&T materials and representatives have stated that Bloomington's Public Educational Governmental (PEG) channels will not be displayed to viewers of the U-verse system as standard numerical channels. Instead, Public Educational Governmental (PEG) channels will be accessed through a separate navigational interface, relegating them to a second-class status and making them dramatically less accessible to local video service users. Viewers would not be able to view any of the channels using their remote, but would have to make a selection from a secondary menu, dramatically increasing the complexity and time required to view the content. Accessibility to those with visual and auditory impairments is a concern as well.

3. That all Public Educational Governmental (PEG) channels receive full-bandwidth retransmission,

14B

MCPL Cover Letter to Indiana Attorney General Regarding AT&T's Treatment of PEG Channels on U-verse

equivalent to other local broadcast channels, and that their signals not have less than full-screen broadcast quality.

AT&T materials and representatives have promised a lower quality format for PEG channels than for other channels on the U-verse system – WMV 1.3 Mbps digital encoding, compared with the must-carry over-the-air channels of H.264 2.0 Mbps digital encoding.

Approved February 18, 2009.

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cc:
Rick Dietz, City of Bloomington
City of Bloomington Telecommunications Council
Monroe County Commissioners
Rep. Matt Pierce
Rep. Peggy Welch
Sen. Vi Simpson
Greg Zoeller, Indiana Attorney General

14C

February 23, 2009

Greg Zoeller, Attorney General
Indiana Senate
302 W. Washington
Indianapolis, IN 46204

Dear Attorney General Zoeller:

At their meeting on February 18, 2009, the Board of Trustees of the Monroe County Public Library approved the enclosed Resolution Urging the Indiana Utilities Regulatory Commission to Take Action to Provide Quality Access to Public Educational Governmental (PEG) Channels.

The Monroe County Public Library hosts five PEG television channels. In 2008, the Library's channels cablecast 16,731 hours of government meetings, foreign language news, and educational, cultural and library programming. In our 2008 community survey more than 60 percent of cable subscribers in Monroe County reported that they watched the channels in the preceding year, proof of the high value that Monroe County residents place on civic engagement.

We urge you to add your support to the three items in the Resolution:

1. That the Indiana Utilities Regulatory Commission use its authority to assure that AT&T complies with the conditions of their state-issued Certificate of Franchise Authority by providing access to the five PEG channels managed by the Library, as well as the channel managed by WTIU, on its U-verse system.
2. That all PEG channels receive equivalent placement to local broadcast channels and not be relegated to a portion of the AT&T system architecture which requires additional menu functions and significant wait-time for the selected channel to appear.
3. That all PEG channels receive full band-width retransmission, equivalent to other local broadcast channels, and that their signals not have less than full-screen broadcast quality.

Michael White, manager of CATS, or I would be happy to answer any questions.

Thank you for your support,

Sara Laughlin
Director

enc.

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Author's Resume
RALF FRIESER

EDUCATION

Kelley School of Business, Indiana University, Bloomington, IN, USA   *Dec 2010*
Master of Business Administration, major in Corporate Innovation and Entrepreneurship

- Faculty-selected Member, Entrepreneurial Management Academy

- Technology Strategy Consultant to MBA Association

School of Informatics, Indiana University, Bloomington, IN, USA   *Sep 2008*
Master of Science, major in Human Computer Interaction Design, GPA 3.975

- Primary Research: Environmental Sustainability in Information and Communication Technology

Ravensbourne College of Design and Communication / University of Sussex, UK   *Jul 1999*
Bachelor of Arts (with Honors), major in Professional Broadcasting

- Graduated at Honors Level 2.1 (second highest level of academic achievement)

EXPERIENCE

End2End Consulting LTD, London, UK *– Technology Consultant and Owner*   *Sep 2003 – Aug 2006*
- Assimilate INC, global: Principal consultant to the company board, informing strategic technology choices and long term product positioning in the digital film production market; Spearheaded technology certification and partnership program; Developed online support portal

- Broadcast Networks LTD (BCN), global: Managed tender response process and structured technology architecture for joint bid by BCN and local partners in Kuala Lumpur for nation wide digital television system (Bid value > $20Mil); Led commissioning of new station for TVJ (Kingston, Jamaica) and guided transformation of operational workflows for TVJ's engineering department; Provided consulting services for broadcast infrastructure projects in Dubai, Qatar, The Netherlands and Bulgaria

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- Spectrum Strategy, Singapore: Specified high-level IPTV head-end architecture and requirements for digital asset management infrastructure for SingTel's IPTV development project as part of a cross-functional consulting task force

British Broadcasting Corporation / BBC Technology LTD (BBCT), London, UK – Technology Manager   Dec 1999 – Aug 2003

- United Nations ECOSOC ICT Task Force, New York/Geneva, BBC World Service Trust, London: Collaborated with ICT Task Force members and Director of Education for the World Service Trust as technology expert on initiatives concerning ICT, The Digital Divide, and education

- TVJ, Kingston Jamaica: Developed "end to end" technical architecture for "green field site" TV station for the Caribbean broadcaster; Created full technical tender documentation; Jointly developed procurement process and budget with client and BBCT project manager for this $6.5 million dollar project; Was later re-engaged to lead commissioning of the built station

- BBC Radio, London: Evaluated the technology aspects of tender responses for acquisition of over $12 million dollar tapeless/digital radio play out infrastructure for the BBC's national radio networks; Provided recommendations that resulted in dramatically improved system availability and implementation speed, especially compared to similar acquisition made by another division of the BBC

- SABC, South Africa, ABC Radio, New York: Consulted on process re-engineering and technology aspects

Fresh Records, London, UK – Head of Technology (Part-Time)   Aug 1999 – May 2000

- Managed integration of programming and web design teams to execute the label's ecommerce strategy in the challenging environment of the late stages of the Dot-Com Bubble

ADDITIONAL

- Voting Member of SMPTE DC28 (Digital Cinema Technology Engineering Committee)   2005 – 2007

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This report contains a significant amount of direct links to sources available online. These sources are directly provided "in-line" with the text of the report. Citations provided below refer to "conventional/off-line" books or papers.

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Useful Links

The following links provide additional useful information pertinent to the topics covered in this report. Some links may be included in other sections of this report and are collated here for convenience of access. See description for further details or simply follow the link.

http://www.openmediafoundation.org/community-tools/19 - provides a range of free open source software tools to manage operational processes at PEG stations

http://www.cpb.org/publicmedia2.0/ - repository for recent CPB commissioned research and work covering public media in the digital age

http://www.cpb.org/publicmedia2.0/docs/EmbracingDigitalReviewPublicMediaEfforts2009.pdf - "Current Digital Media Activities Within U.S. Public Broadcasting" 2009 report

http://www.pbs.org/mediashift/ - PBS hosted articles and blog covering public media issues in the digital age. Relevant to PEG and public media alike

http://cmediachange.net/blog/category/publishing/ - Blog covering community media issues in the digital age

http://www.newpublicmedia.org/blog - Blog covering community media issue in the digital age, organized by FeePress

http://www.cctvcambridge.org/ - Innovative community media center based in Cambridge MA

http://www.denveropenmedia.org/ - Innovative PEG operator based in Denver CO

Further Recommended Reading

This list of books covers relevant business, design and technology concepts that have inspired the author's thinking for this report. Some of the books suggested below may also appear in the citations above. This list is included for convenience only and does not constitute citation.

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